

# What is it?

Micro blogging platform

Messages shared with subscribers

A blue cartoon bird with a yellow beak is sitting at a red laptop. The bird is looking at the screen and has its hands on the keyboard. The background is a light blue gradient.The word "twitter" is written in its signature font, with a blue bird icon below it. To the right, a blue speech bubble contains the text "140 characters".

**140** characters

**140 character limit per tweet**



## Twitter lingo & tools

**Fake Bo Pelini** @FauxPelini · 58m  
 @BarackObama just noticed you don't follow me do you not like football  
 View conversation Reply Retweet Favorite More

**Carol Burris** @carolburris · 2h  
 @BarackObama Parents & New Yorkers demand state/federal officials act now to reduce excessive high-stakes standardized tests  
 Expand Reply Retweet Favorite More

**Jodi Jacobson** @jjacobson · Oct 3  
 Please tell me why @BarackObama should get blamed 4 mistakes in hospitals under @GovernorPerry's watch. Isn't Perry all about state control?  
 Expand Reply Retweet Favorite More

**@ message**



# # Hashtag

**FiveAuX** @5aux · Feb 7  
All time favorite!! **@MarkRWeaver**: "Can it core a apple?," this clip is your  
**#FridayAfternoonFun** [w.ly/thfvO](http://w.ly/thfvO)

**NHL News** @TRACK\_NHL\_News  
Flyers' Game 3 Win Was an Instant Classic in Philadelphia: A Fan's Opinion (Yahoo! Contributor... [q.gs/195BF](http://q.gs/195BF)) **#BlueJackets** **NHL**

**Matt Walker** @M\_W4LKER  
Obviously Nail Yakupov wants to play for the Oilers. He doesn't want them to pass on him and be drafted by CoLoLumbus **#Oilers**  
**#BlueJackets**

**Matt Brown** @mbrownSN590  
Columbus **#BlueJackets** announce they will NOT renew contract of Springfield **#Falcons** head coach, Rob Riley



**In a crisis situation** - create your own hashtag early on to help control the twitter stream

**If you don't, someone else will**

Results for justice clarence thomas

Twitter Search

Real time results

People results for justice clarence thomas

JusticeThmsSays Clarence Thomas - Follow  
Associate Justice of the Supreme Court of the United States

todayshow NBC's TODAY - Follow  
America's #1 morning show. News, weather and es...

Trends: United States - change

- #GalaxySiftw Promoted
- #TwoThingsThatDontMix
- #NicknamesForBeasts
- #ThingsIFear
- Happy National Coming Out Day
- Tom Tabow

Cutthecrap2012 Talk is Cheap  
NPR. Clarence Thomas is "the only justice... that the court should invalidate a wide range of laws regulating business" n.pr/on,8xU

Thomas zte to/r/SIA via @zite || Thomas MUST go. Worst case imaginable!!

Retweeted by Philadelphia Police

**Troy Brown** @PPDTroyBrown · Jul 4  
**@PhillyPolice** former and present 12th district officers working **@July4thPhilly** ! It's a great day to be here

View more photos and videos

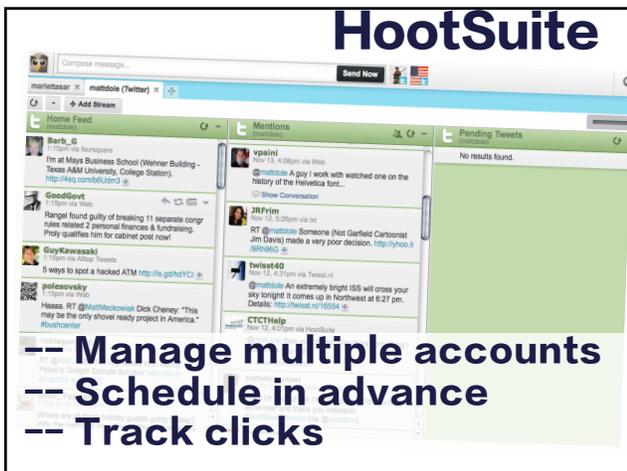
# URL Shortener



# Tweetdeck



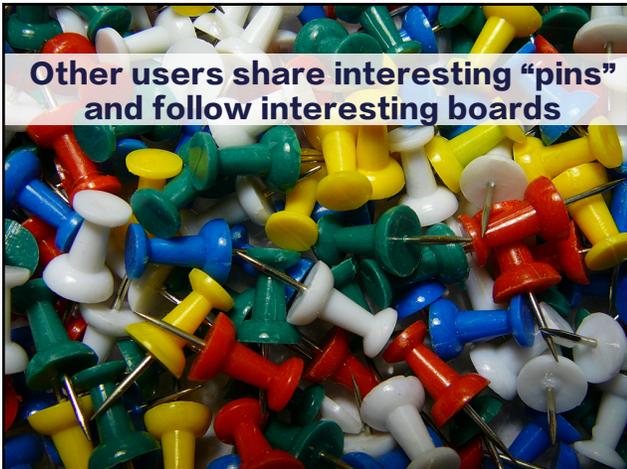
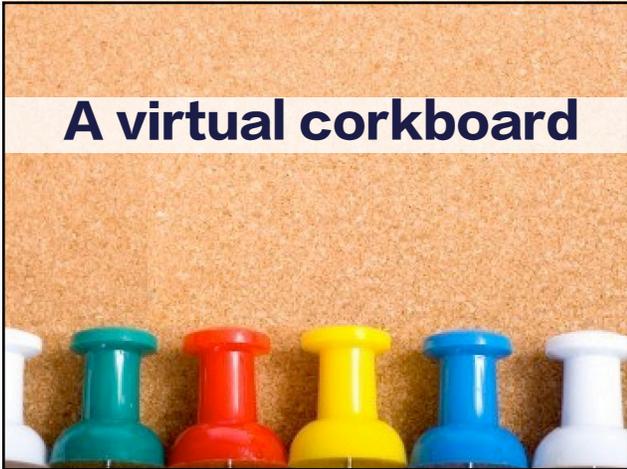
# HootSuite



- Manage multiple accounts
- Schedule in advance
- Track clicks

# Pinterest





**Excellent way to reach women/moms**



**Share, like and comment right in the app**



**Share via Facebook & Twitter**



**INTRODUCING  
INSTAGRAM  
STORIES**

**[Tinyurl.com/IGStories](https://tinyurl.com/IGStories)**

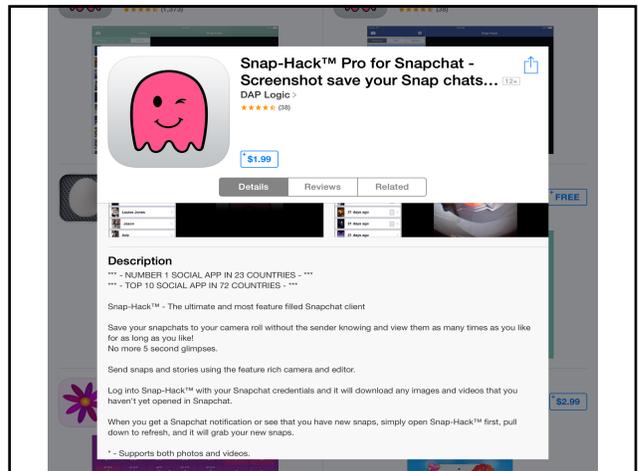
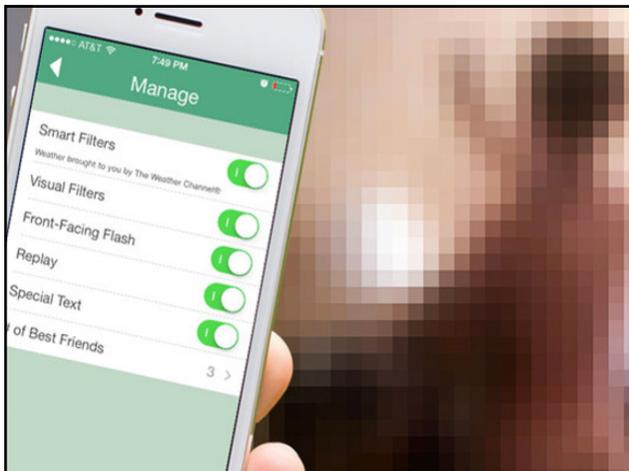
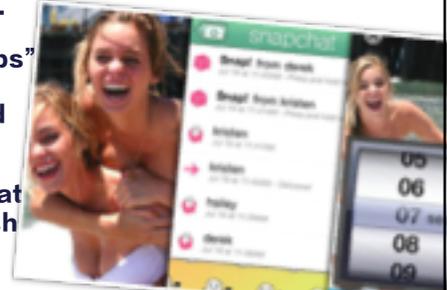


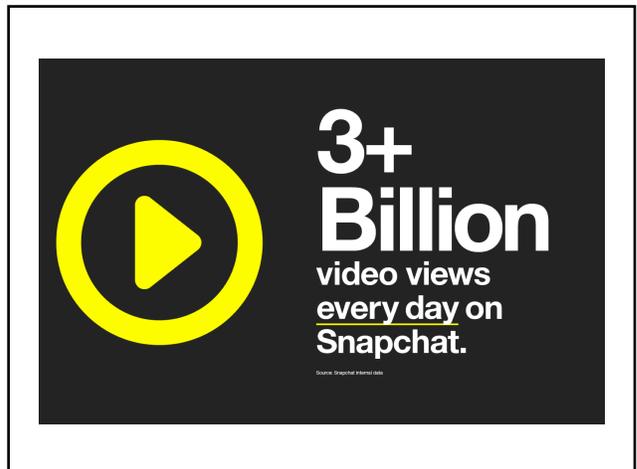
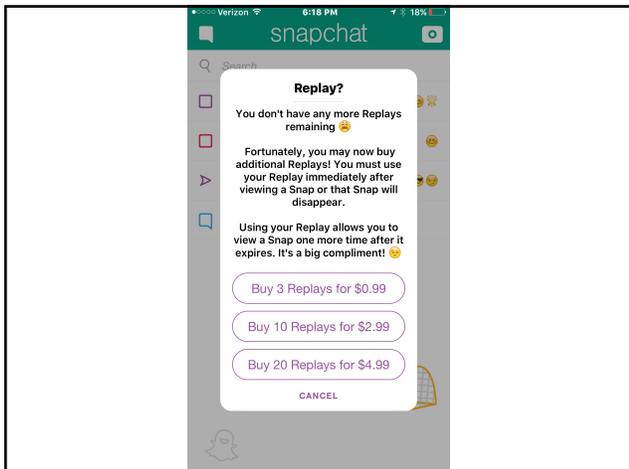
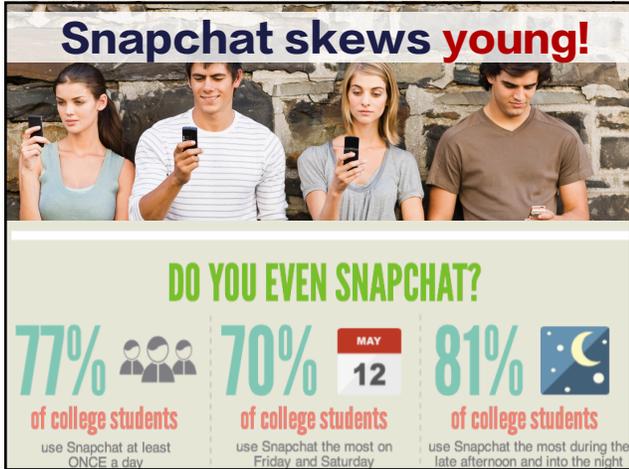
## Photo Messaging App

Share photos, record videos, add text and drawings, and send them to a controlled list of recipients.

These “Snaps” disappear (user defined time)

New Snapchat Stories vanish after 24 hrs





**ADWEEK** **Subscribe to Adweek** **Thin Mints Mania** **Women of the Year**

Get a full year of print and tablet editions for just \$69

How Girl Scout cookies have empowered

Adweek's coverage of women in advertising.

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING AD BREAK VIDEO **SUBSCRIBE**

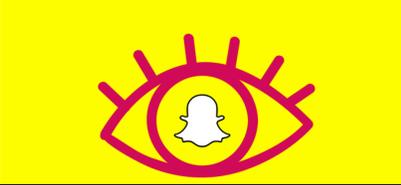
Headlines: Press: Publishers Tell Ad-Blocking Br... TV: With DreamWorks Acquisition, C... Tech: Google Says These 5 Food Trend...

## Snapchatters Are Now Watching 10 Billion Videos Every Day

War between red-hot app and Facebook heats up

By Lauren Johnson

April 28, 2016, 1:56 PM EDT Technology



**Featured Jobs**

**Managing Editor**  
Amherst College  
Amherst, Massachusetts

**Marketing and Creative Associate**  
Intelligence Squared U.S. Debates  
New York City, NY

**Producer**  
Interactive One  
New York City, New York

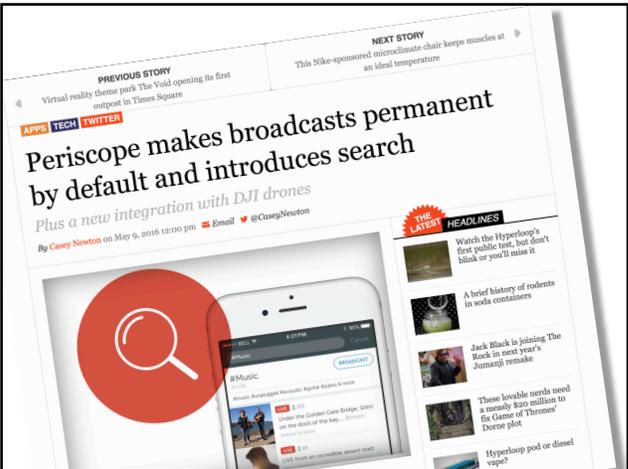
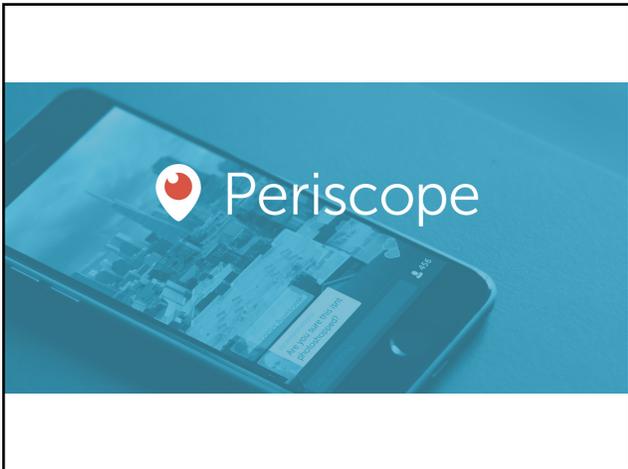
## Snapchat signup codes

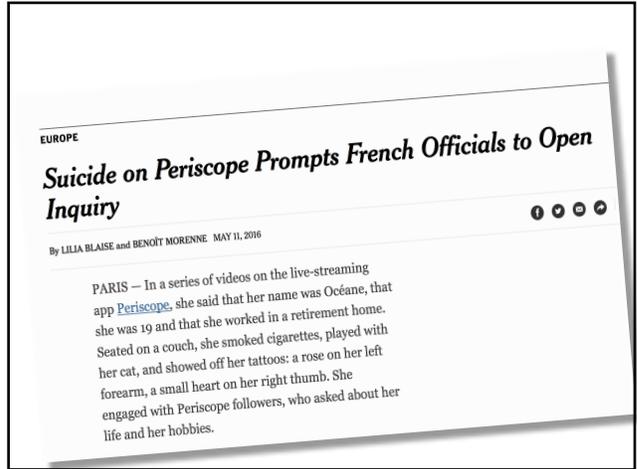



## Snapchat Stories

Uses live public sharing of photos and video during events (ie: World Cup, music festivals, fairs) to create one collaborative mega video







# Create a Tinyurl

## TinyURL.com

Making over a billion long URLs usable! Serving billions of redirects per month.

- Home
- Example
- Make Toolbar Button
- Redirection
- Hide URLs
- Preview
- Featurecool!
- Link to Us!
- Terms of use
- Contact Us!

**Welcome to TinyURL!™**

Are you sick of posting URLs in emails only to have it break when sent causing the recipient to be confused? Then you've come to the right place. By entering in a URL in the text field below **break in email postings and never expires.**

**Enter a long URL to make tiny:**  
 Make TinyURL

Custom alias (optional):  
 <http://tinyurl.com/>  
 May contain letters, numbers, and dashes.

**An example**

# TinyURL.com

Making over a billion long URLs usable! Serving billions of redirects per month.

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- Preview
- Featurecool!
- Link to Us!
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- Contact Us!

**TinyURL was created!**

The following URL:

has a length of 68 characters and resulted in the following TinyURL which has a length of 37 characters:

Or, give your recipients confidence with a preview TinyURL:  
 [\[Open in new window\]](#)

**Enter a long URL to make tiny:**  
 Make TinyURL

Custom alias (optional):  
 <http://s.tinyurl.com/>  
 May contain letters, numbers, and dashes.



**Questions to ask to create a social media policy**

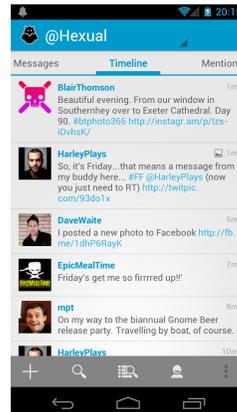
## Who can post to official accounts?



**Administrator should keep two different platforms between agency and personal.**



## Twitter App



## Tweetbot App



## Can employees post about work on personal social media accounts?



(should a disclaimer be used so people know it's not an official account?)

Download for offline Sunday, February 14, 2016

Day	High/Low	Wind	Clouds	UV
Thursday	38°/20°	10-15	Partly cloudy	3
Friday	53°/33°	10-15	Partly cloudy	3
Saturday	51°/40°	10-15	Partly cloudy	3

Forecast abbreviations: a, cumulus; bc, broken; c, clear; cl, clouds; dr, drizzle; h, high; l, low; m, mist; r, rain; s, snow; t, thin; w, wind; x, showers; y, showers; z, showers.

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**ONGOING COVERAGE / POLICE CONDUCT**

### Officer was warned about Facebook posts

By Lawrence Budd  
Dayton Daily News

The warning was among the stack of documents in Cyr's personal file obtained through a public records request.

Since joining the department in April 2004 after graduating from Ohio University, Cyr has also been recognized for heroism and investigative skill and as a leader in training traffic citations. Cyr was currently working as an evidence technician after a career including stints as a patrol officer and detective.

Myers' letter to Cyr came in response to a call about a post on the Governor's Facebook page to the Fairborn city manager.

"The thread started by the local restaurant asked, 'What are your favorite things to do or places in Fairborn?'"

Myers wrote, "You replied with the comment, 'Leave.'" Cyr is on leave while the department investigates whether he posted the comment "Love a happy ending" on the Ohio Politics Facebook page two days after Black Lives Matter activist MarShawn M. McCarrell II killed himself on the front steps of the Ohio Statehouse.

Both posts reportedly were made while Cyr was off duty. On March 13, 2002, Cyr was able to wrestle a gun away from a suicidal woman. No one was injured, and he was nominated for the Ohio Distinguished Law Enforcement Valor Award.

In October 1990, Cyr received the Road Officer Award from the Greene County Domestic Violence Consortium. In August 2002, he was notified that he was to be presented with a Medal of Valor for apprehending a robbery suspect.

Cyr also specialized in Internet child sexual exploitation investigations. His undercover work, often using the Internet, won him praise for making local cases against men trying to arrange sexual liaisons with under-age girls and assisting agencies across the United States in winning convictions in similar cases.

Cyr has also been cited for misconduct. In 2005, he was reprimanded for "an inappropriate comment" to an employee of the Middletown Police Department and when the handgun, laptop and digital camera he was issued were stolen from his car parked in his driveway.

In November 2010, Greene County Common Pleas Judge Stephen Wolaver admonished Cyr for communicating with a juror during a criminal trial but did not declare a mistrial.

Fairborn Police Chief Terry Barlow could not be reached Friday afternoon for an update on the case or whether the previous incident involving a social network post would affect the outcome of Cyr's internal investigation.

Download for offline Saturday, February 13, 2016

### POLICE CONDUCT

## Fairborn officer's post about Columbus suicide investigated

By Sharain D. Boykin  
Dayton Daily News

A suburban Dayton police officer will be placed on paid administrative leave for a Facebook comment he allegedly posted on a story about a Black Lives Matter activist who took his own life in Columbus, according to the police chief.

The comment, "Love a happy ending," was posted on the page of Fairborn Officer Lee Cyr two days after MarShawn M. McCarrell II killed himself on the front steps of the Statehouse on Monday.

Cyr, who also served as a West Carrollton school-board member for about four years before moving out of the district in 2013, was off duty when the comment was posted.



How- ever, if the investigation determines Cyr is responsible for the post, he will have violated the police department's social-media policy.

"When we were made aware of a Facebook post that was linked to a Fairborn police officer, an internal affairs complaint was initiated," said Fairborn Police Chief Terry Barlow. "The comment has been removed from the Facebook post about McCarrell's death that applauded the 23-year-old's suicide. The comments included remarks such as, 'One love to go with.'" Cyr is on leave while the department investigates whether he posted the comment "Love a happy ending" on the Ohio Politics Facebook page two days after Black Lives Matter activist MarShawn M. McCarrell II killed himself on the front steps of the Ohio Statehouse.

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## Are there existing ethical rules about revealing work information?

(Add these to your social media policy)

Is posting to official or personal social media channels, subject to **disciplinary action**?



## Legal Ramifications



What social media posts are **public records**? In your records retention schedule?



Does your policy **promote** social media usage or **discourage** it?





# 16 useful social media tips

**1. No classified information**  
Don't post classified, sensitive or For Official Use Only information (for example, troop movement, force size, weapons details, etc.) If in doubt, talk to your supervisor or security manager.

**2. Stay in your lane**  
Discussing issues related to your career field or personal experiences are acceptable and encouraged, but you shouldn't discuss areas of expertise where you have no firsthand, direct experience or knowledge.

**3. Obey applicable laws**  
You must abide by federal law, Department of Defense directives and instructions, Air Force Instructions and the Uniform Code of Military Justice in mind when using social media in official and unofficial capacities. As an Avian, you are on duty 24 hours a day, 365 days a year.

**4. Differentiate between opinion and official information**  
Yes, tell them what you think... just make sure you state that this is your opinion and not that of the organization.

**5. Use your best judgment**  
What you write may have serious consequences. Once you post something on social media, you can't get it back. Even deleting the post doesn't mean it's no longer accessible; you bear sole responsibility for what you post.

**6. Replace error with fact**  
When you see misrepresentations made about the Air Force on social media, you may publicly identify and correct the error. Always do so with respect and with the facts. When you speak to someone who has an adversarial position, make sure what you say is factual and respectful. Don't

**7. Be aware of the image you present**  
Any time you engage in social media, you're representing the Air Force. Don't do anything that discredits you or our service.

**8. Be cautious with information sharing**  
Maintain privacy settings on your social media accounts, change your passwords regularly and don't give out personally identifiable information. Be cautious about the personal details you share on the internet.

**9. Avoid the offense**  
Don't post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, sexually or ethnically hostile, or otherwise offensive or illegal information or material.

**10. Don't violate privacy**  
Don't post any information that would infringe upon the proprietary, privacy or personal rights of others.

**11. Don't violate copyright**  
Don't post any information or other material protected by copyright without the permission of the copyright owner.

**12. Don't misuse trademarks**  
Don't use any words, logos or other marks that would infringe upon the trademarks, service mark, certification mark or other intellectual property rights of the owners of such marks without owner permission.  
The Air Force Symbol usually represents our service's brand identity. To use the Air Force Symbol on a social media platform, you must follow display guidelines found at <http://www.afosymbol.com/>.

**13. No endorsements**  
Don't use the Air Force name to endorse or promote products, political positions or religious ideologies.

**14. No impersonations**  
Don't impersonate identifiers in your past in an attempt to disguise, impersonate or otherwise misrepresent your identity or affiliation with any other person or entity.

**15. Don't promote yourself for personal or financial gain**  
Don't use your Air Force affiliation, official title or position to promote, endorse or benefit yourself or any profit-making group or agency. For details, refer to the Code of Federal Regulations, Title 5, Section 5, Subsection 265.702, Use of Public Office for Private Gain in the Civil Service Regulation or Air Force Instruction 35-121, Public Affairs Responsibilities and Management.

**16. Follow terms of service**  
Become familiar with each social media site's terms of service and follow them. For example, having two personal profiles on Facebook violates their terms of service.

**What's geotagging?**

Geotagging adds geographical identification data to photos, videos, websites and text messages through location-based applications. This technology helps people find images and information based on a location from a mobile device or desktop computer.

**How should Airmen use geotagging?**

Airmen should be cautious when enabling the geotagging feature on mobile, location-based apps because they could potentially create personal and operational security risks. Disable geotagging at sensitive or deployed locations.

AIR FORCE SOCIAL MEDIA GUIDE

