

Do...

Think before you post.

Know the netiquette. (Such as writing in all capital letters is considered yelling.)

Engage with others. Think of social media like an on-going conversation. Answer questions and respond to comments quickly.

Talk about the Auxiliary. Update often but don't over post. (Posting no more than three or four times a day, keep it simple.)

Remember, Unit pages should be about the Organization, using the emblem as the cover picture and talking about the positive things happening in the Unit and Department.

Save Personal things for your personal pages!

Consider that once it is on the internet, it's on the internet forever. Once you post it, you can't take it back.

Avoid politics and religion.

Be honest, accurate, and transparent.

Don't ...

Don't post something that may hurt the image of the organization. Remember you don't speak for the Unit, you are only sharing information with the other members.

DO NOT post personal views on a Unit page. You don't speak for each member of your Unit. Before clicking on the LIKE Button or Following another page on Social Media, consider if every person on the roster would be happy with this choice. Before posting an image, be sure that image casts a positive light on the organization.

No beer, cigarettes, or offensive material/ gestures should be found in a Unit picture post. If you are not 100% sure, don't post it.

We are an organization that deals with the Military. With this in mind, respect security. Never post confidential information, military schedules, travel, arrival, or departure times/routes.