

# Official Public Communication Presence Request Process

Public Affairs is here to guide you. We ensure public communication representing the US Government is safe to use, complies with federal laws, regulations, and directives, and is in accordance with

***DODD 5230.09 Clearance of DOD Information for Public Release & AFI 35-107 Public Websites & Social Media***

So you think a website, blog, or social media presence is **required** ...  
*Discuss with SMC PA before taking actions*

After discussing with PA **and** validating requirement together, submit a **Formal Request**, develop a **Communication Strategy** and **Memorandum of Agreement**

SMC PA will staff formal package to SMC CC for final decision

**Disapproved**

No further action

**Approved**

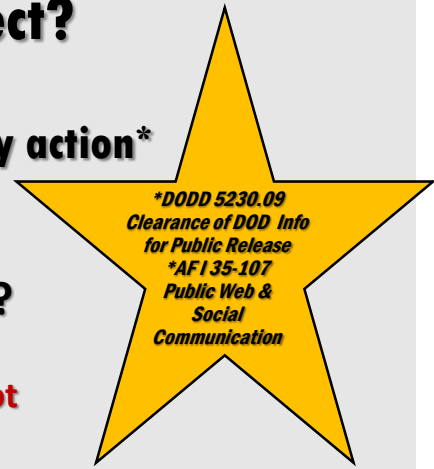
Work with SMC PA on setup and execution

## What **OFFICIAL** means:

- **Official** sites use .mil, can be promoted through official/command channels and are managed by PA
- **Official** sites DO NOT endorse any non-government/unofficial organization, person, business, service, etc.
- **Official** sites include comment policy from AFI 35-107, 3.3.1.9. when allowing user comments
- **Official** sites can link to other official public web pages

# Considering website, blog or social media presence for your US Government team or project?

**\*Review these guidelines before taking any action\***



## Official vs. Unofficial – What's the Difference?

- Official sites use the af.mil account; unofficial sites **do not**
- Official sites can be promoted through official/command channels (e-mail, web sites, social media); unofficial sites **cannot**
- Official sites/accounts are managed by Public Affairs; unofficial sites/accounts **are not**

## Do

- **Do** share official sites and links that already exist; linking to official pages also ensures the information on your site stays up-to-date
- **Do** use original content (photos, text, graphics); copyrighted/Trademarked material may only be used with written permission from the owner
- **Do** include the comment policy from [AFI 35-107, 3.3.1.9](#). if allowing user comments
- **Do** include contact information and a way for users to provide feedback
- **Do** use Inside SMC SharePoint for content not approved/necessary for public release rather for base audiences that require restricted/secured access controls (*these secured links/addresses should not be posted on public websites*)

## Don't

- **Don't** recreate the wheel; use or link to official sites that already exist
- **Don't** use official logos, photos, program names on **unofficial** sites
- **Don't** create a logo using official Center, site or program names, nor derivatives of those names
- **Don't** share FOUO/classified information on public sites. Verify and get approval from original source if not clearly marked BEFORE posting.
- **Don't** endorse or give preferential treatment to any product or organization; add an endorsement statement from [AFI 35-107, 3.3.2.6](#).
- **Don't** use owner/content manager's official titles or photos on **unofficial** sites

Want to discuss official presence options? Check with [SMC Public Affairs](#) (310) 653-1131 or e-mail [SMCPA.Workflow@us.af.mil](mailto:SMCPA.Workflow@us.af.mil)

Per AFI 35-107, written justification must be submitted to SMC PA for any official, public facing presence request. Formal requests require a communication strategy and a Memorandum of Agreement (MOA). Requests will then be staffed to the SMC Commander for decision. **(FLIP OVER TO SEE REQUIRED PROCESS)**