



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS WEST-MARINE CORPS BASE
BOX 555010
CAMP PENDLETON, CALIFORNIA 92055-5010

MCIWEST-MCB
CAMPENO 5800.1
SJA
27 Apr 2017

MCIWEST-MCB CAMPEN ORDER 5800.1

From: Commanding General
To: Distribution

Subj: GENERAL ORDER 1-17: RESPONSIBLE SOCIAL MEDIA USE

Ref: (a) ALMAR 008/17
(b) ALNAV 021/17

1. Situation

a. This Order establishes requirements for ensuring that Marine Corps Installations West-Marine Corps Base, Camp Pendleton (MCIWEST-MCB CAMPEN) military Service Members' social media use does not harm good order and discipline or bring discredit upon themselves, this Command, or the Marine Corps.

b. This Order is aligned with reference (a), "Social Media Guidance - Unofficial Internet Posts." It is also distinguishable from the reference interim change to United States Navy Regulations, Article 1168, which separately prohibits the wrongful distribution or broadcasting of an intimate image. In the event of any apparent conflict between the definitions within this Order and the definitions within reference (b), the definitions within this Order shall govern.

2. Mission. Effective immediately, all members assigned to MCIWEST-MCB CAMPEN will prohibit social media use that abuses, humiliates, harasses, or degrades any person. Violations of paragraph 3.b.(1) below are subject to adverse judicial, non-judicial, or administrative actions.

3. Execution

a. Commander's Intent. To safeguard and protect the morale, discipline, and usefulness of the members of MCIWEST-MCB CAMPEN and maintain good order in the Command, I intend to hold MCIWEST-MCB CAMPEN military Service Members accountable for all content they intentionally distribute, broadcast, publish, e-mail, hyperlink, or make available for downloading to an electronic communication device or printer when that content is about another person and intended to abuse, humiliate, harass, or degrade any person.

DISTRIBUTION STATEMENT A: Approved for public release; distribution is unlimited.

b. Concept of Operations

(1) General Order: Responsible Social Media Use. No person assigned to MCIWEST-MCB CAMPEN (including MCIWEST-MCB CAMPEN subordinate installations and battalions), and subject to the Uniform Code of Military Justice, shall, without legal justification or lawful authorization, intentionally distribute, broadcast, publish, e-mail, hyperlink, or make available for downloading to an electronic communication device or printer, personal information of another person (including, but not limited to, a digital image of another person) or an electronic message about another person, with the intent to abuse, humiliate, harass, or degrade any person.

(2) Definitions

(a) The term, "broadcast," means to electronically transmit a visual image with the intent that it be viewed by a person or persons.

(b) The term, "distribute," means delivering to the actual or constructive possession of another, including transmission by electronic means.

(c) The term, "electronic communication device," means any device or apparatus which can be used to intercept a wire, oral, or electronic communication and includes, but is not limited to: telephones, cell phones, computers, Internet Web pages or sites, Internet phones, hybrid cellular/Internet/wireless devices, personal digital assistants, video recorders, fax machines, or pagers.

(d) The term, "personal information," means information about an individual that depicts, identifies, links, relates, or is unique to, or describes him or her (e.g., a social security number; age; military rank; marital status; race; other demographic, biometric, personnel, medical, and financial information).

(e) The term, "social media," means any technology or technological application or service (e.g., Facebook, Twitter, LinkedIn, Snapchat) that facilitates the creation and distribution, broadcasting, publishing, e-mailing, hyperlinking, or making available for downloading of information via virtual communities and networks.

4. Administration and Logistics. Directives issued by this Headquarters are electronically published and distributed at: <https://www.mciwest.usmc.mil/inst/mciwest/manpower/MCIWMCBADJ/default.aspx>.

5. Command and Signal

a. Command. This Order is applicable to all commands, organizations, units, and activities under the command of the Commanding General, MCIWEST-MCB CAMPEN. This Order shall be reviewed on an annual basis and will remain in effect until terminated by me, my successor in command, or by higher authority.

b. Signal. This Order is effective on the date signed.



K. J. KILLEA

DISTRIBUTION: A-3
B
C