TEXAS A&M TASK FORCE ONE
STANDARD OPERATING GUIDELINES

Social Media Guidelines

VOLUME 1
REFERENCE 1-12

1.01 Summary

- **Yes**, you may use social media while on state deployment
- **Yes**, you may write about your position/responsibilities with TX-TF1
- **No**, you may not post any deployment photos or video

1.02 Guidelines

- Only write facts
- Never speculate or post rumors, (i.e. “I heard we’re getting demobilized tomorrow.”)
- Do not reveal any non-public information about your job responsibilities or projects
- If you are unsure about a post or a comment, please coordinate with the Public Information Officer

1.03 The line separating “personal” and “professional” social media use is continually blurring. On your personal social media accounts, you may receive questions/comments about your Task Force position or the team at large. Feel free to talk about your role on the team and how it contributes to the larger emergency management system. If someone asks you a question you are unsure of, please coordinate the Public Information Officer.

When you are activated on a state deployment, you may never submit any photos or video to social media/public sites. If you have photos or video you believe to be of interest to the public, please contact the Public Information Officer, who may filter it through the Texas A&M Task Force 1 team’s public social media outlets or for use in post deployment galleries.

Remember, social media gives you a great opportunity to direct your family, friends, and media to either the Task Force's website or official social media sites:

www.texastaskforce.com
www.facebook.com/txtf1
www.twitter.com/txtf1