REAL: Readiness Essentials for Army Leaders

OPERATIONS

Outreach and Communication

165

Generational Communication Preferences

- **Baby Boomers**: are people born during the demographic post–World War II **baby boom** approximately between the years 1946 and 1964.
    - Prefer in person face to face; telephone is preferred over e-mail
    - Meetings are to give information (one way communication)
    - Diplomatic
    - Tie messages to history/tradition
    - Avoid manipulative language
    - Allow them to find self-fulfillment through their work/volunteerism
    - Appeal to their idealism
- **Generation X**: is the **generation** born after the Western Post–World War II baby boom. Birth dates ranging from the mid-1960s to the early 1980s.
    - Email is #1 communication tool
    - Avoid meetings
    - Blunt
    - Tie messages to results
    - Avoid buzz words and jargon
    - Allow them to see how they can make a difference
    - Connect things they care about like family to your cause
- **Millennials**: Millennials grew up in an electronics-filled environment. They live in an increasingly online and socially-networked world.
    - Social Media and texting as #1 communication tools
    - Send a median average of 50 texts a day
    - Rely on *positive word of mouth when looking for trainings*, purchasing items for the home, etc.
    - Meetings are used to exchange ideas (two way communication)
    - They see limitless possibilities to make their life their own
    - Polite
    - Tie goals and aspirations to your messages
    - Driven by happiness, passion, diversity, sharing and discovery
    - Be careful about the words you use
    - Make them feel informed and involved (participation, collaboration and co-creation)
    - Show them how the service is useful to them
    - Make it easy to incorporate into their lifestyle
    - Focused on life experiences rather than tangible items
    - Target lifestyle goals of happiness and success
    - Acknowledge and celebrate life stages

Communication Guidelines

COMMUNICATING WITH FAMILIES

Everyone assigned to the unit is automatically considered a member of the FRG. The FRG's roster of all Family members (immediate and extended) and other individuals identified by Soldiers is put together based on information provided by command, Soldiers and Families. Multiple sources are used to develop the roster including unit roster from command, Family Readiness Information forms completed by Soldiers and collected by command, and requests to Soldiers and Family members to provide Family contact information. Once a complete FRG roster is developed, it is maintained and kept with the FRG leader and Key Contact Coordinator. Each key contact will be given a small group of Families (approx. 10) on the roster to contact. Keep in mind that participation is voluntary. Therefore, some Families may choose not to be listed on the roster and/or may state that they do not wish to be called. Do not take this as personal rejection. However, note this on your list and notify the FRG leader. The FRG roster is the primary means by which the FRG (acting on behalf of the unit) communicates official information with all unit Families. Timeliness and accuracy are critically important. The core group of that makes contact with the FRG members are the Key Contacts. Having an accurate, current unit Family roster is essential to setting up and maintaining FRG phone tree.

Privacy Act of 1974

The Privacy Act of 1974 limits access to personal information that Soldiers provide to their command. The information the command provides must be relevant and necessary to accomplish the mission. Key Contacts may receive some of this personal information protected by the Privacy Act because they are command appointed representatives who need this information to perform their duties.

Professional Privacy Issues

The FRG has an obligation not to divulge personal information shared by unit families. Safeguarding private, sensitive information shows respect for a family's privacy and protects the credibility and integrity of the Family Readiness Group.

Confidentiality

Confidentiality plays an important part in the FRG. You must be able to guarantee any person who contacts you the freedom to discuss matters in a private and safe environment. It is your duty and obligation to keep each conversation and the personal matters discussed during such interactions in strictest confidence, with the exception of dangerous or life-threatening situations. In practice this means:

- Do not disclose the names or details in any way that may identify someone to others.
- Do not use personal information or a situation when contacting a resource or making a referral without specific approval from the individual.
- Protect contact information sheets, and destroy them when they are no longer needed.
- If a person begins to discuss something with you that lies outside the area of confidentiality (e.g., suicide, child abuse, neglect, sexual abuse, assault, any other

criminal activity), inform them that you will be obligated to report the call and its nature to the appropriate authorities.

- Remember, you are not responsible for finding a solution to people's problems – it is your job to know which military or community agency to refer them to for the assistance they need.
- Have a clear understanding of what situations the command expects to be reported.

Disclosing Information

A Key Contact **_can_** disclose information about Soldiers and their families **_only_** to the Chain of Command and FRG Leader except in situations where mandatory reporting is required (for rules on mandatory reporting, see below). If contacted by outside agencies, the Key Contact will refer them to the FRG Leader <u>without</u> discussing information related to individual cases.

In addition, FRG volunteers are prohibited from divulging phone numbers and addresses of families to include unit families. Information will not be used for personal gain. For example, the roster cannot be used as a source of potential clients for a business.

Remember: Failing to protect private information is grounds for immediate dismissal

Below are some guidelines for handling information:

- Do not disclose someone's name or personal information without specific, unless required by law or regulation.
- Do not repeat general information without permission. General information may include number of children, housing area, home address, work section, type of vehicle, etc.
- Protect any written notes.
- Protect everyone's privacy. Do not use an individual's name when checking on the availability of a resource. If someone starts discussing issues that require disclosure, state that FRG volunteers are mandated reporters.
- Remember that families aren't bound by privacy act/disclosure rules. Be careful about sharing your personal information in order to show empathy!

Mandatory Reporting

Although protecting sensitive information is one of the most critical components of a volunteer's job, there are times when sensitive information must be shared with the Chain of Command. These situations include, but are not limited to:

- A serious crime (examples: drug activity, black marketing, etc.)
- Spouse or Child abuse or neglect
- Drug abuse
- Potential danger to self (example: suicide) or others (example: homicide)
- Expectation of media coverage regarding a family issue
- Issues deemed to be mission security risks

Information and Referral Services

FRG Volunteers are a conduit for installation and community information and programs that help families deal with challenges of military life. Some methods to remain current:

- **Be Informed** - Stay tuned to news outlets (military newspaper, unit and installation Facebook pages, Family Program's Facebook page, state newsletters, military websites)
- **Participate** in town hall meetings, commander's calls and other venues for learning about community events and issues
- **Network**—when utilizing installation, unit and community agencies; ask about services that benefit family members
- **Learn**—if you hear of a challenge someone went through, find out what ultimately resolved the situation and make a mental note
- Supplement your resource guide with community calendars, flyers about on- and off-post special interest programs or events, email and share information with others for widest dissemination and benefit to all families.

Getting Information to Spouses and Family Members

The first step covered in providing information and referral services is gathering information about resources. The second step is to get that information out to the spouses and families who need it. FRG volunteers use resource information in response to most routine calls. According to the National Military Family Association (NMFA), surveys of military spouses consistently reveal spouses common concerns:

- Loneliness/Isolation
- Making decision alone
- Guiding/educating children
- Adequate social outlets
- Financial responsibilities
- Feeling spouse's unit is unconcerned
- Lack of information or communication from spouse's unit

Communication Checklist

✓ Write down the message you have before you call so it will be concise and clear.

✓ If emailing, check for grammar and spelling errors before sending the email.

✓ Have your Communication Log nearby.

✓ Make contacts in a timely manner, keep trying to call if unsuccessful on the first attempt.

✓ Specify what hours are reasonable for accepting and making phone calls.

✓ Verify phone number and address occasionally to ensure FRG roster is correct.

✓ Try to answer questions as best you can; if you cannot, find a source to answer the question and call back with the information.

✓ Call your FRG leader when you have completed your calls.

✓ Keep your FRG leader informed of disconnected or unanswered calls and emails.

SERVING AS A COMMUNICATION LINK

The flow of information goes both ways. Spouse concerns and questions are relayed through the Key Contact up the chain of communication, while the Commander, First Sergeant and FRL disseminates unit news and other information back to the families through the assigned Key Contact. This communication link becomes particularly important during strategic and operational changes in the deployment mission or other contingencies at home.

IMPORTANT:

Depending on the contingency and at the Installation Commander's discretion, Army Community Service or the State Family Readiness Office will activate an Emergency Family Assistance Center (EFAC). The EFAC is a family support system that allows agencies to respond collectively to wartime contingencies and peacetime emergencies to ensure personnel and their families receive effective support.

Strategic and Operational Events

The Army lifestyle is punctuated by separations due to deployments, mobilizations, TDYs, training exercises or crisis situations. Whether family separations are planned or unexpected, the Key Contact assists Families by keeping the lines of communication open and providing assistance in finding resource information.

Passing on Official Information

The Key Contact **must always** write down the message **verbatim** and repeat it exactly the same way to every person on the contact list. It's important to repeat the message verbatim, because the original message becomes more distorted and less clear with each additional comment. **Remember the Key Contact is a representative of the unit and every additional comment becomes part of the "official" message.** Here are some other tips:

- Don't speculate about the content of the message
- Don't add your perspective, opinions, or information from another source
- Due to the immediacy of disseminating information, ask spouses to defer questions until you have made all the calls or call a pre-established agency of approved information. Offer to call back later.

Dealing with Rumors - Suggested strategies to combat rumors:

- Correct the information, if you can.
- Urge families to question the reliability of "unofficial information".
- Encourage Families not to pass on rumors. Pass official information only.
- Contact the chain of command for help in dispelling rumors.

Informing the Commander about Family Concerns

In addition to assisting families during various operational events, the Key Contact also has a duty to provide the unit with feedback. Units often want to know about spouse concerns and trends that affect readiness. Information about the types and number of calls gives the command team a "big picture" snapshot.

SUPPORTING FAMILIES DURING DEPLOYMENT

The Key Contact Program plays an important role in helping spouses prepare for deployment. Key Contacts may be asked to support pre-deployment briefings and other family pre-separation activities and events. During deployments, Key Contacts assist by keeping families informed, as directed by the unit. If individuals know what to expect, and come up with a plan for taking care of the household and themselves, families are better prepared to handle emotions that often accompany a deployment.

Stages of Deployment

Pre-Deployment - Prior to deployment, spouses will feel anticipation. This generally occurs 4 to 6 weeks before the member deploys. The remaining spouse feels tense, selfish, and guilty about not wanting the member to go. There is also frustration because the member is putting in extra hours to get the unit ready to deploy, while so much needs to be done to prepare the household for the separation. Both the member and the spouse are physically and mentally exhausted. There may be unacknowledged anger about the situation which can trigger depression or physical problems. Spouses may become more distant and they may stop sharing their thoughts and feelings. Feelings of disorganization and sadness are common. Children may react by withdrawing or misbehaving.

Deployment - Most people are in this stage for the majority of the separation. It is characterized by relative calm. Once the separation occurs, a sense of emptiness sets in. Old routines are gone. Spouses will begin to feel confident that they can handle their daily affairs. However, if a contingency occurs, people can be thrown back into states of withdrawal and depression.

Reintegration - This last stage can be the most difficult. Getting the house and family ready for the member's return often exhausts the spouse. Members are also exhausted and excited by their return and spend a lot of time sleeping, which can be frustrating to the spouse. Both the Family and the Soldier are happy to be reunited, but they have to work out accumulated tensions and reestablish the rules for living together.

The Key Contact can use these stages to assure spouses that their responses and feelings are normal, given the situation. These general stages can also be useful in spotting a problem. They are a norm against which behavior can be measured. Someone whose reactions appear extreme, when measured against these stages, may need a referral.

> "There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say and how we say it."
>
> -Dale Carnegie (1888-1955)

Telephone Guidelines

Increasing FRG Participation through Effective Communication

One way to attract potential Family Readiness Group members is by making personal phone calls. Identify volunteers who are willing to call 10 to 12 other FRG members. Provide them with a list of individuals to call and a written message to be relayed. Below is a sample message:

Sample Scripts

Introduction Phone Call:

"Hello, _____, this is _____. I just wanted to call to let you know that I am your contact person for the [unit name] Family Readiness Group. Your spouse works with mine and I'm the person you can call if you have any concerns or questions. I'll contact you from time to time regarding meetings and events or when any information needs to be passed on. If you need anything, have any questions, or want to become involved in our unit's FRG, my phone number is _____. Please feel free to call or email me at _____ if that is easier for you."

Information Call:

"Hi _____. This is _____. I am your Key Contact from [unit name] Family Readiness Group. Is this a good time to pass on some information?

       Answers: **Yes?** Continue.

                   No? "When would be a better time for me to call?"

Do you have a paper and pen handy? If not, I can wait until you find one."

Meeting Call:

"The FRG is having a bake sale [fundraiser, meeting, etc.] to raise money for_____on [day, date] from [start time to end time] at [location].

Could you bake something to bring?

Would you have time to work at the bake sale from _____ to _____?

Do you know where [location] is? I'll be happy to give you directions.

I'm really glad we can count on you to help out by [bake, work, etc.].

Your help is really appreciated.

Thanks.

See you at the Bake Sale!"

PHONE REMINDERS

INTRODUCTION	Prepare yourself before the call with message, paper, etc.
	Be cheerful and enthusiastic.
	Ask, "Is this a good time to call?"
WELCOME	Set the "atmosphere" for the call with a positive and helpful tone of voice.
MESSAGE	Ask if they have a pen and paper ready.
	Give only the FACTS – who, what, when, where, etc.
LISTEN	Really listen to concerns and questions.
	Be sensitive to background noises, tone of voice – panic, distress, sleepiness
QUESTIONS	If you don't know the answer, find out and call back.
CONSISTENCY	Return your calls.
	When you say you'll call back, do it.
	Contact your FRG leader after every phone tree message.
OBJECTIVITY	Stick to the facts.
	You are helping the family member; focus on that.
REFERRALS	Remember, you do not "know it all" and that's okay!
	Let the available agencies do their job.
SAYING GOODBYE	Be polite, tactful, and diplomatic.
	Summarize any decisions made or commitments to call back. Write them down.

Receiving a Call

The ultimate compliment you can pay another person is "being-in-the-present" while interacting over the phone or in person. To facilitate this connection, remove as many distractions as possible. This enables you to really listen. Below are five steps in handling routine calls:

Greeting - Greet families in a genuinely upbeat, positive manner. Note, **90%** of calls are initiated by the Key Contact.

Record Keeping - Request identifying information and record on Contact Log.

Nature of the Call -

> ***Identify the need or problem -*** If a call is received, to begin to identify the caller's need, use a phrase like "How can I assist you?" or "What can I do for you today?" to lead the caller into discussing the reason for the call. Good listening skills really come into play when trying to figure out why someone is calling. Tips for good listening include:
>
> • Focus on what the person is saying or perhaps not saying
>
> • Listen to the voice intonation and, if in person, pay attention to their nonverbal communication
>
> • Be nonjudgmental
>
> • Show empathy (example: "I understand that you're frustrated because _____ is happening")

• Ask questions to clarify what the caller is saying

• Paraphrase what the caller said to check your understanding of what he or she needs

Take action - Once you understand the situation, take action by making the referral.

• Determine if the caller has already contacted another agency

• Explain the agency or service, any documents the agency or service needs, and what will happen once the person makes contact (*too many referrals may be confusing*)

• Don't be afraid to take time to think about a referral. It's permissible to tell the caller that you'll do some research and call back, unless the safety of an individual is at stake.

• Make sure the caller knows what to do next. Follow up to insure resolution or provide more assistance. Ask the caller if he or she has any questions. Confirm the caller has the correct information and understands the next steps to be taken. Never make specific promises regarding an agency's services.

Closing - Provide an "open door" policy for families to call. One may need to be cautious with repeat callers. If a spouse or family member seems to be calling on a regular basis (ie; daily, weekly) refer the caller to your chain of command. You may close by saying, "Call me if you need anything else." If you need to follow up, let the caller know when to expect your call.

Follow Up as Needed - The Key Contact may want to follow up in a few days to see if the caller was able to get the service or if another referral is needed.

ROUTINE CALLS

Information Calls - Information calls are the most common type of routine call. Callers will usually have questions about types of services available in the community, through the National Guard or on post, hours of operation, address/location, etc… For example, a spouse may call with a question about Army Community Service, financial assistance, or a local National Guard Family Assistance Center (FAC).

IMPORTANT: If you don't know the correct answer to a question--say so. Don't guess! Follow up soon after with accurate information.

Complaint/Grievance Calls - In this type of call, someone generally complains about a service. People may call the Key Contact because they've already tried normal channels with little success. The Key Contact can work with that person through the chain of command and/or installation agencies to resolve the problem.

Recurring Calls - Spouses may call repeatedly because they are lonely or have something they want to complain about. Some common calls are problems with children and missing their geographically separated spouse. The Key Contact may need to be firm, but kind, when

handling these calls. A suggestion is to politely inform the caller there is a routine time limit (i.e., five minutes) to phone calls to protect the Key Contact's family time. If the problem appears to be loneliness, an option is to arrange for another spouse in the unit to act as a "phone buddy." Do not hesitate to refer them to the chain of command for follow-up.

Service Request Calls - Service request calls are, "I need a babysitter" or "I need a ride to the doctor's office." Although emergencies do happen, these are generally not the kind of services the Key Contact provides.

Whatever the type of call, it's important for the Key Contact to understand why the person is calling and what kind of referral is needed.

Crisis Intervention

Not all calls will be routine. Other types of calls are:

- Crisis (personal or family)
- Emergency (life-threatening)
- Suicide (threats of personal harm)

The Key Contact is not a trained counselor! The goal in these calls is to make the appropriate referral as quickly as possible. Based on the situation, immediately contact emergency services, 911 and then notify the Unit Commander, First Sergeant, or FRL. Maintain contact with the individual until help arrives. Check with leadership on appropriateness of follow-up.

Crisis Calls

A person may call for several reasons, including:

- Unit accident with fatalities
- Chronic illness
- Marital and Family distress

- Financial difficulties
- Miscarriage
- Loss of Family Member

People describe a crisis differently! For example; to some, a dead car battery is a crisis. For you that situation may a hassle or a headache, but not a crisis. Keep in mind the caller may be overwhelmed by emotion. The caller may experience a range of feelings:

- **Anger** – a common emotion which may be expressed overtly or covertly. The anger is normally directed at another, turned inward and, if not resolved, may result in depression.
- **Helplessness** – manifests itself when an individual feels unable to cope or has nowhere to turn.
- **Anxiety** – a combination of worry and uncertainty. Anxiety is a normal response to challenging situations, but when it gets out of hand, anxiety can lead to confusion, poor judgment, questionable decisions, and self-defeating behaviors. It can immobilize a person.
- **Lowered self-esteem** – the person doesn't feel competent to respond appropriately.

Listen. Let the people involved speak. Be sure that you hear how they see the problem and what they expect from you. Descriptively verbalize what you hear and what you see happening; do not be critical.

Remember that the person who sought your help is important, even if they are talking on behalf of someone else.

Work with the person that has asked you for help.

You are a listener, a referral agent, and perhaps a friend. You can help by listening carefully and making suggestions only when the person cannot think of alternatives. Do not give advice or assume responsibility for the person's problems or life. The goal of crisis intervention is to allow the individual involved to become responsible for themselves and the consequences of their actions. Work toward clarification of the situation.

Don't be over-active. The tendency is to talk a lot and offer a great deal of help in the form of possible solutions. Try not to become absorbed with historical excuses and reasons for present problems. Focus on what is happening now, and permit the person to explore what could be done to change it.

Let the person with the problem take the lead. Often the person wants and needs to talk the problem out.

Be empathetic and identify feelings. Is the person depressed, frustrated, angry? Encourage the person to talk on a feeling level. If caller is overwhelmed by emotions, advise that these feelings are normal when facing challenging events. Be sure to gauge caller's emotional state. Make a referral immediately. Allow unit leadership and other professionals decide intervention referral services.

When dealing with Family crises, give equal attention to each Family member, whether they are adults or children.

When referring someone for additional assistance, be specific. Tell them where to go, when to be there, and who to see. If possible, give them a name and number of a specific person to see. Follow-up to be sure that the necessary service was provided.

Remember also that the concept of crisis is relative. One person's crisis may be an ordinary event to someone else. Maintain your objectivity and do not over-identify with the caller. The Key Contact is not responsible for another person's crisis or individual's refusal to take action.

Emergency Calls

An emergency call is often a life-and-death situation involving a serious or terminal illness, injury, or death. Immediately contact emergency services (e.g., 911, MPs, etc.,) and then notify the Unit Commander, First Sergeant or FRL. The Key Contact needs to be sensitive to feelings involved and facts of the situation. Remain positive and assure the caller of immediate and competent assistance. The referral should be very specific.

Suicide Calls

Tips for handling emergency calls also apply to suicide calls. In each of these calls, the Key Contact has mandatory reporting obligations. Take immediate action to inform the appropriate authority. Contact established emergency response numbers.

Other contingency intervention tips are:

- Always take the threat of suicide seriously
- Don't make promises that everything will be all right
- Get the person's name, location, and phone number in case he or she hangs up
- Get help. Try to keep the caller on the phone while someone else calls the police. If another person is in the house with you, give him or her a note to phone for help.

Communication Tips

- Be compassionate and show genuine concern. Communicate empathy, not sympathy.
- Be comfortable with individual's anger and intense emotions. It is an appropriate response to stress.
- Listen patiently and nonjudgmental. Allow individuals to talk about and vent their feelings.
- Be patient. Resiliency is a process that takes time.
- Allow for diversity in how people respond and cope. Accept reactions as normal.
- Let people grieve in their own way; however refer to clergy, counseling service, mental health agency, or support group when grieving becomes unhealthy.
- Respect religious and cultural beliefs.
- As non-mental health professionals, do not attempt to diagnose.
- Help Families strengthen problem-solving (e.g., how to seek information and help from others) and decision-making skills.
- Provide information on warning signs and available resources.
- Connect Families to other people.
- Encourage Families to participate in projects that help others.
- Do not provide same intervention to all, but tailor to needs. Keep in mind that those who are resilient may not need intervention.
- Breathe

Email Guidelines

E-mail is a great way for Family Readiness Groups to communicate quickly with members. It is an alternative system to weekly phone calls. Participation for must be voluntary. E-mail can be used very similar to the FRG phone tree depending on each individuals preferred method for communication to notify group members of upcoming meetings and social events. Members of the FRG may not e-mail for their own financial benefit such as for sales or solicitations.

TIPS FOR EFFECTIVE FRG EMAIL COMMUNICATION

- Put recipients in the "BCC:" field so that they remain anonymous
- Use a meaningful and relevant "Subject" line that reflects the content of the message
- Be concise and to the point
- Respond and forward on information swiftly – Especially when information is time sensitive
- Answer all questions, and pre-empt further questions
- Use proper spelling, grammar and punctuation
- Do not write in CAPITALS
- Do not use email to discuss confidential information about Soldiers and Family members
- When forwarding an email, unless stated, remove the personal information from the original author and any other information that is not relevant to your audience. This will help to personalize the email
- Try to quote from the original message when relevant. You can break the quoted message down into paragraphs and comment on them individually to make it clearer
- When using an acronym for the first time spell it out i.e. Family Readiness Group (FRG).
- Only use acronyms if you are positive the recipient is familiar with their meaning.
- Use emphasis where it is useful to do so. If your email system does not allow bold or italics, a common convention is to use a *star* on either side of the word you want to stress
- If attaching a document, first convert it to a PDF format, as everyone can open this type of document. In the body of the email explain any attachments
- Be careful when replying to mailing list messages, or to messages sent to many recipients. Are you sure you want to reply to the whole list?
- Proof read the email before pressing send
- Include a brief signature on your email messages to help the recipient understand who it is from, especially if you are dealing with someone you do not know very well
- Military Etiquette – When emailing Command sign your email with "Very Respectfully"
- Always be polite. Terseness can be misinterpreted.
- Be patient, especially with inexperienced email users. Give people the benefit of the doubt. While you are familiar with email etiquette, it doesn't mean that they are.

Text Messaging Guidelines

Text messaging has become a common means of daily communication and is a great alternative to phone calls within the FRG depending on individual preferences. Participation for must be voluntary and may be used very similar to the FRG phone tree. Text messaging should be used very cautiously and is not for every situation.

- Text messaging should not be used in place of a detailed e-mail or phone call.
- Do not use group messaging. This way all recipients remain anonymous.
- Be concise and to the point
- Be sure to send messages only at appropriate times of day. Do not send messages in the middle of the night. Set boundaries on hours you will reply to messages.
- Do not discuss confidential information about Soldiers and Family members, provide bad news or OPSEC information in a message.
- Respond and forward on information swiftly – Especially when information is time sensitive. Do not wait until the last minute to send a message.
- Use proper spelling, grammar and punctuation. Double check spelling when using the voice-to-text feature.
- Do not write in CAPITALS
- Do not reply to a message with one word.
- Only use acronyms/ abbreviations if you are positive the recipient is familiar with their meaning.
- Not all abbreviations are appropriate for official information. Examples to not use, "LOL", "BTW", "CU", "NRN".
- Do not use emoji's.
- Be sure that the recipient knows who the message is coming from, especially if you are dealing with someone you do not know very well.
- Always be polite. Terseness can be misinterpreted.
- Be patient, especially with inexperienced users. Give people the benefit of the doubt. While you are familiar with text messaging etiquette, it doesn't mean that they are.
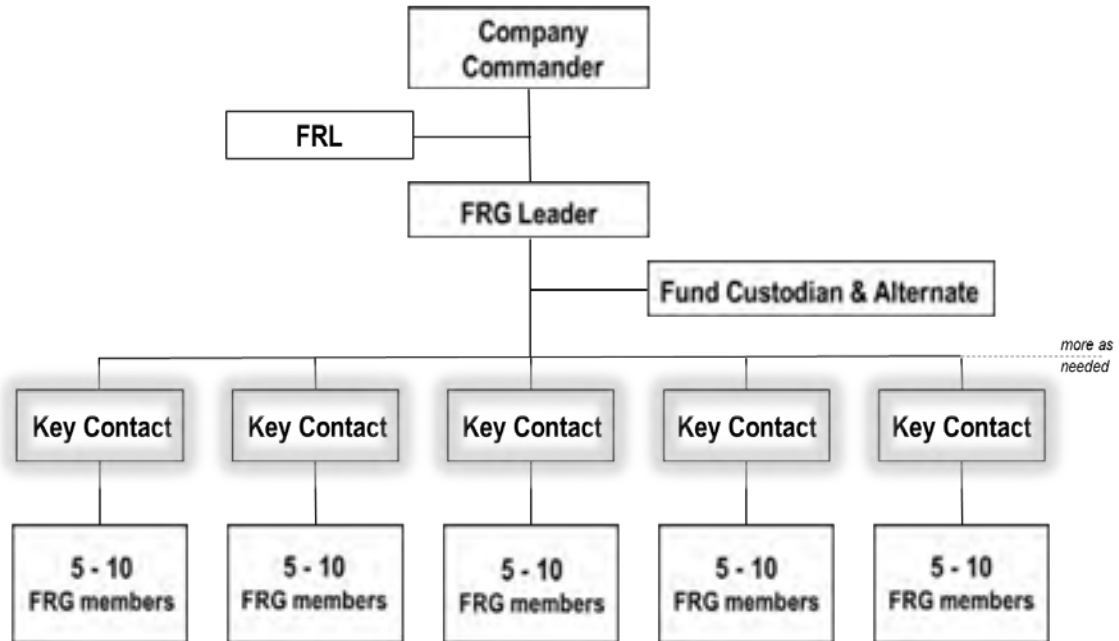
SAMPLE Roster of Assigned FRG Members

FRG Member Name	Home Phone #	Office Phone #	Cell Phone #	Email Address	Emergency Contact (Friend/Neighbor)	Emergency Contact Phone #

UNIT INFORMATION

FRG LEADER: _____   PHONE NUMBER: _____

EMAIL: _____

COMMANDER: _____   PHONE NUMBER: _____

EMAIL: _____

1SG: _____   PHONE NUMBER: _____

EMAIL: _____

REAR DETACHMENT COMMANDER: _____   PHONE NUMBER: _____

EMAIL: _____

STAFF DUTY PHONE NUMBER: _____

CHAPLAIN: _____   PHONE NUMBER: _____

EMERGENCIES – IF YOU CANNOT REACH THE UNIT,

CALL THE BATTALION STAFF DUTY OFFICE: _____

CONTACT FORMS

Name: _____ **Sponsor's Name/Rank:** _____

Physical Address: _____

Mailing Address: _____

Housing: . On Post   . Off Post   **Housing Area:** _____

Phone   Home: _____   Work: _____   Cell: _____

Email   Home: _____   Work: _____

Place of Employment: _____

    Usual work hours/days: _____

    Call at Work: ☐ Anytime   ☐ Critical Information Only

Family in the area?   ☐ Yes   ☐ No

Best time and form of communication: _____

_____

Who would most likely know your whereabouts if you go out of town?

    Name: _____ Relationship: _____

    Phone Number(s): _____

Birthday: _____ **Anniversary:** _____

Children:

Name	Age	Birthday	Comments

Pet(s): _____

CONTACT LOG

FRG Member NAME:	**Home Phone #:**
	Work Phone #:
	Cell Phone #:
	OTHER:
	Email:
NOTES:	

Day: _____ Date: _____ Time: _____

_____ **FRG meeting reminder**　　　_____ **Fundraiser/event reminder**
_____ **Greeting/introduction**　　　_____ **Other**

NOTES:

Day: _____ Date: _____ Time: _____

_____ **FRG meeting reminder**　　　_____ **Fundraiser/event reminder**
_____ **Greeting/introduction**　　　_____ **Other**

NOTES:

Day: _____ Date: _____ Time: _____

_____ **FRG meeting reminder**　　　_____ **Fundraiser/event reminder**
_____ **Greeting/introduction**　　　_____ **Other**

NOTES:

Day: _____ Date: _____ Time: _____

_____ **FRG meeting reminder**　　　_____ **Fundraiser/event reminder**
_____ **Greeting/introduction**　　　_____ **Other**

NOTES:

COMMUNICATION LOG

DATE	NAME	ACTION/ISSUE	√ EMAIL	√ IN-PERSON	√ TELEPHONE	√ MESSAGE

Helping a Distressed Person
Log call or visit on the POC Problem Resolution Form

No	**Is the caller exhibiting extreme feelings?**	Yes

Attempt to Calm Her/Him

1. Maintain your composure—be calm and understanding.
2. Reassure him/her that help is available.
3. Keep him/her talking.
4. When he/she is calm enough, proceed.
5. If he/she cannot be calmed in 10 to 15 minutes, offer to call or refer him/her to a chaplain. If possible, get the person's agreement *first*.

Determine the problem and actions to be taken.
Ask, "How have you tried to solve this problem?"

Administrative Issues	**Personal Issues**	**Crisis/ Emergency Issues**	**None of the listed problems?**
Financial? Legal? Auto? Housing? Medical? Emotional? Sexual Harassment?	Marriage? Juvenile? Depression? Spiritual?	Death? Injury? Illness? Suicidal?	
Yes	Yes	Yes	Yes
Refer to appropriate agency.	**Refer to chaplain.**	**Call authorities NOW!**	**Use common sense.**

Be sure to log all key details on the POC Problem Resolution Form, and report any crises or emergencies to the FRG leader or commander.

POC Problem Resolution Form

Name				
Address				
Date of Contact	Time	Contact Phone	(Hm)	(Wk)

Sponsor Information

Name	
	Unit
Rank	Location

Nature of Emergency (include who, what, when, where, etc.):

What help do you need?

ACTION:	Who Called?	When?
Police called?		
Ambulance?		
Fire Department called?		
Red Cross called?		
Transportation?		
Food?		
Lodging?		
Money?		
AER called?		
Emergency Child Care?		

Referred To:

Follow-up Required?

POC Signature :   **Date:**

Telephone Contact
Checklist

The following is a checklist you can use for your first telephone contact with a spouse:

❑ Hello, this is＿＿＿＿＿＿＿. May I speak to＿＿＿＿＿＿＿＿＿＿?

❑ State that you're a Key Volunteer.

❑ Explain what the Key Volunteer Program is and the tasks you do.

❑ Ask if the address you have is correct.

❑ Fill out the Unit Family Contact Sheet, if possible.

❑ Relate any unit news/invite them to any upcoming unit and base events.

❑ Give them your phone number (and/or e-mail address).

❑ Let them know you can assist them by offering resource information and referrals. (You also have access to the Chain of Command, Chaplain and Airman & Family Readiness Program Manager for military-related concerns).

❑ Ask if they have an alternate contact phone number.

❑ Ask them if they mind a follow-up call or if they'd prefer to be contacted via e-mail.

❑ Provide personal information about how long you've been in the area, etc. This will relax the person on the other end and give you a discussion lead-in for the next call or contact.

Newsletters Guidelines

Getting Started (Excerpts from USAR 608-1)

Newsletter content is official when it is educational, promotes unit cohesion and is related to the unit mission, Family programs, and Family and unit readiness. Be sure to include something for everyone: Soldiers, Retirees, and all Family members including parents and youth. Think of what a single Soldier might want to read in addition to a married Soldier with children.

Commanders are responsible for determining the type of information their Soldiers and Families need to know. ***Use the following guidelines to determine whether the content of FRG newsletters is official:***

(1) Information related to unit mission and readiness, including Family Readiness, such as information related to FRG activities in support of annual training, pre-mobilization briefings, deployments, and welcome home and reunion ceremonies.

(2) Information that is educational in nature, designed to promote informed mission-ready Soldiers and resilient Families.

(3) Chaplain-sponsored programs and activities, such as Strong Bonds events.

(4) Education and training programs.

(5) Information on local civilian social service agencies that provide various services.

(6) Contacts for veterans' service organizations that offer guidance and support.

(7) Information regarding activities for Soldiers and Families that promotes unit cohesion and helps strengthen the ongoing esprit de corps among Family members and the unit, such as Family Day activities.

Newsletter subjects.

- Commander/First Sergeant's Column.
- Deployment cycle issues.
- Volunteer information, accomplishments, opportunities, recognition and training.
- Family Sponsorship, New Family Orientation, Telephone/E-mail Chain and Family Day activities.
- Space Available Travel, Army Family Action Plan, Army Family Team Building and FRG Training.
- Advertise Family Programs.
- Each newsletter should solicit items for the next newsletter. Remember to give credit to the author by referencing sources.
- Army and Air Force Exchange Service (AAFES), Commissary, benefits and entitlements, common acronyms, Family Care Plans, emergency phone numbers, activity pages for children, unit history, mission, and hails and farewells.
- Other resources such as the Chaplain, Child Care, and Youth Activities

Designing the Newsletter

Heading. The heading will contain the name or title of the newsletter indicating the contents and purpose, name and address of the activity, issue number (issues are numbered consecutively on a calendar or fiscal year series) and the date of publication. Decorative headings are authorized if printed in the same color of ink used for the text. Headings should capture the interest of readers and should be limited to not more than 7 words.

Content and Format.
- The content must be official and may be directive, instructional or administrative in nature.
- No information that conflicts with policies, procedures or position of the Department of the Army will be used.
- Avoid religion, politics, and any other subjects that may cause controversy. Keep articles short.
- Every newsletter should be consistently formatted with clearly defined sections that are well presented.
- The FRG newsletter must be typed and proofread for spelling and grammar. The preferred method for e-mail is as a Word document.
- Use action words.
- Information on fundraising, other than those of the unit's FRG, is also prohibited. For example, if the FRG has discount coupons to a park such as Disney World, the name "Disney" cannot be advertised; but it can state that coupons are available to a major theme park.
- It is suggested that the last page of the newsletter be used as a mailing page as this eliminates the need for envelopes. To accomplish this, the top half of the last (back) page should contain any repetitive information that is routinely published, such as FRG volunteers, unit personnel and the distribution listing. The lower half of this page should read as follows: On the left margin just below the center of the page, type the name of the FRG, the unit and the unit's mailing address followed by the words, "Official Business" in bold letters, only if the newsletter qualifies to be sent using appropriated funding. In the center of the lower half of the page, mark a space for the mailing label.

Authentication. The commander or FRL will authenticate newsletters prior to publication. Content must be official and have the commander's signature block.

Printing and Distribution. Recommend using the e-mail tree for distribution of newsletters and other informational materials. When printing the newsletter, it will be in only one color ink and printed on paper stock (any color). Colored paper stands out and is more likely to be read. Always forward an electronic copy to the servicing Family Programs Office.

Mailing List. Information from the Family Information Data Sheet, USAR Form 107-R, should be used to establish a mailing list. The newsletter will be distributed via mail or e-mail as determined by the subscriber's wishes. Regular contact with the FRSA and FRL will also provide updates for the mailing list. Until the name of the Family member designated to receive FRG information is obtained, address newsletters as follows: to "the Family of SPC Joe Soldier."

Newsletter subjects.
- Commander/First Sergeant's Column.
- Deployment cycle issues.
- Volunteer information, accomplishments, opportunities, recognition and training.
- Family Sponsorship, New Family Orientation, Telephone/E-mail Chain and Family Day activities.
- Space Available Travel, Army Family Action Plan, Army Family Team Building and FRG REAL Training.
- Advertise Family Programs.
- Each newsletter should solicit items for the next newsletter. Remember to give credit to the author by referencing sources.

Editing

When materials have been gathered for the coming edition, it's time for the newsletter committee to decide what will be included. The selected feature articles, together with photos, artwork, and captions, are ready to go to the talented and experienced editorial staff for careful reading and editing. They will examine each article for readability, substance, organization, style, and correctness. They will also correct any problems with scope, development, coherence, tone, voice, grammar, spelling, and punctuation. When they are finished, produce a clean copy, proofread, and then start laying out the newsletter.

Copyright Laws

The newsletter committee needs to be aware of current copyright laws. Be careful when quoting from published works. Copyright law protects original material such as books and novels, poetry, recorded music, sheet music, photographs, and anything that exists as a tangible medium.. Printing any portion of an author's published or unpublished work is a copyright infringement and subject to lawsuit. Permission to quote from any of the above named items requires permission from the author. Simply giving the author credit does not protect you from copyright infringement.

Some material falls into the category of public domain, for example, facts discovered in the course of research. You are free to use this kind of information as long as you express it in your own words.

Under the fair use rule of copyright law, you may make limited use of someone's work without getting permission. This includes excerpting from a work to use in a review or criticism, summarizing an article with short quotes in a news report, and limited photocopying for non-profit education purposes. For more information, check the *Law for All* website at: www.nolo.com.

Proofreading, Illustrations, Final Copy, and Paste ups

Once satisfied with the layout, the editors should proofread the newsletter again, correct any remaining errors (mostly cosmetic), and complete the newsletter. Also, scan and place photographs and graphics, and make sure the captions are in the correct locations, with the correct fonts. After another proofreading or two, consider any paste ups needed; some items may not scan well, so you may have to crop (trim) and paste them on the sheets with a glue stick. Make a few clean photocopies of the complete newsletter and take a copy to the FRG leader and commander for a final look. Any last changes should be purely cosmetic.

At this point, the manuscript is in camera-ready form. The newsletter chairperson and one or two editors should perform a final check of the layout, fonts, alignment, continuations, illustrations, captions, etc. Finally, read through the newsletter again to be sure it is free of errors.

The original copy of the newsletter can then go to the commander for a last look and signature on the last page.

Publishing the Newsletter
The policy for reproduction of newsletters varies from installation to installation. FRGs need to research local requirements. Reserve FRGs should follow the guidelines in USARC Regulation 608-1.

Distributing the Finished Newsletter
When the print job is complete, the newsletter committee will need to fold the copies and affix mailing labels. Computer-generated labels for the FRG members will save time and effort. Consider emailing the newsletter to help reduce the cost of mailing!

Electronic Distribution of the Newsletter
Many families have internet service and with new technology has come the opportunity to offer the newsletters over e-mail in a file format referred to as a Portable Document File (PDF). The capability to convert the completed newsletter to PDF is a standard feature in many of the newer software publishing and word-processing programs.

When using electronic distribution lists always send using the"bcc" line.

FRG Newsletter Assessment Questionnaire

The following questions will provide a quick evaluation of the status of your FRG newsletter. This will help plan the next steps in developing an effective newsletter.

FRG Newsletter Quality

Find copies of the last 4 issues of the newsletter and use them to answer the following questions.

1. What is the current status of your Unit's Family Readiness Group newsletter?
_____ Not currently being done
_____ Produced, but not on a regular basis
_____ Produced regularly as scheduled

2. What topics are regularly included in the newsletter?

_____ Family Finances (money management, record keeping)
_____ Parenting
_____ Consumer Concerns
_____ Deployment preparedness
_____ Reunion plans and activities
_____ Community resources
_____ Benefits
_____ Health Care (TRICARE options, military treatment facilities)

3. Do all the issues include an update from FRG or Unit Leadership?
_____Yes, list title of leadership role_____   _____ No

4. Is there unacceptable content such as advertising, religious or political material in the newsletter?
_____ Yes   _____ No

5. Does the newsletter content observe copyright law requirements? For example, authors have obtained permission to use other's material and provide appropriate credit to the original source.
_____ Yes, copyrighted material is used correctly
_____ Not currently being done. Copyrighted material is used incorrectly

6. Does the newsletter heading include the date, volume, issue number?
_____ Yes   _____ No

7. Is the layout easy to read and follow?
_____ Yes   _____ No Why not? _____

8. Does the newsletter have a Commander's review and signature?
_____ Yes   _____ No

9. Is there an electronic version of the newsletter?
_____ Yes   _____ No Why not? _____

Newsletter Production

10. Is there a production schedule for writing, editing, and layout, then printing and distributing the newsletter? _____ Yes _____ No; Does the schedule seem reasonable? _____ Yes _____ No

11. Are there procedures for maintaining and updating the mailing list?
_____ Yes   _____ No

12. Is the newsletter produced at least quarterly when the Unit is at home and monthly when soldiers are deployed?
_____ Yes _____ No How often? _____

13. Do those who work on the newsletter have the equipment and support to produce the newsletter?
                    _____ Computers
                    _____ Appropriate software for production
                    _____ Ability to manage mailing lists and mailing labels
                    _____ Equipment for copying
                    _____ Other needs _____

Volunteer Newsletter Committee

14. Is there is Newsletter Committee Chairperson?
_____ Yes   _____ No

15. Are there additional volunteers on the newsletter committee? How many? _____

16. Do the committee members have the necessary skills?
                    _____ word processing
                    _____ page layout and design
                    _____ mailing list organizational skills

17. Are there methods for recruiting newsletter committee members?
_____ Yes   _____ No

18. Do the newsletter committee members have knowledge of reimbursement for their expenses?
_____ Yes   _____ No

Article Title 1

Body body body body body body body body body body body body body body body body body body.

Article Title 2

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Article Title 3

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Article Title 4

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Body body body body body body body body bodybody

Article Title 5

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Article Title 6

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Article Title 7

Body body body body body body body body body body body body body body body body body. Body body body body body body body body body body body body body body body body body. Body body body body body body body body body body body body body body body body body.

Body body body body body body body body body body body body body body body body body.

Article Title 8

Body body body body body body body body body body body body body body body body body.

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Body body body body body body body body body body body body body body body body body.

Points of Contact

Command:

Phone:

Fax:

Email:

Soldier + Family Readiness = Mission Readiness

"Quote" – MAJ Smith

Social Media and FRGs

Social Media Platforms

The Army has developed specific guidelines for the use of social media; FRGs are required to follow these guidelines. All information presented here can be found the Army Social Media Handbook, 2016.

Social media includes social networks, online communities, blogs, wikis and other online collaborative media. The Army identifies the following platforms as social media:

- Facebook
- Twitter
- Flickr
- YouTube
- Google
- Blogs
- Pinterest
- Slideshare

Any social media platform used by FRGs must follow DA policies

The Army recognizes that social media is a large part of the virtual landscape and that it offers an opportunity to connect with Soldiers, Civilians and their Families in a way never before realized. For many FRGs they have become a large part of how leadership communicates with the FRG membership and keeps them informed. As the Army's social media presence has grown so has a need for Department of Army policies. Whether you realize it or not there are 100s if not 1000s of social media platforms that are considered Social Media.

Many platforms have different usage purposes. People are sharing, blogging, discussing, networking, gaming and publishing in the social media world. When leveraged properly they can be a great asset to an FRG, but the FRG needs to have a plan and strategy for how they will use the platforms available to them to have the greatest impact on their membership.

Social Media and the FRG Mission

The main mission of the FRG is to keep FRG members informed – social media has the capability to do this in a limited capacity.

Social Media CAN support:

- Orienting Families to the community

- Providing updates on community and social events

- Keeping Families connected

- Providing information on community resources

- Command messages on safety and generic topics

Social Media can NOT support

- Information on unit mission

- Information on deployments

- Personal Identifying Information

- Command messages on specific unit activities

- At Risk Family support

Army Social Media Policy

- Obtain command approval

- Categorize as a government page

- Branding across all social media platforms

- Acknowledgement of "official page"

- Must be updated regularly

- Contact information with military e-mail

- Must include posting guidelines

- Administrative training

- Registered through the US Army

Getting Started

❑ Develop a social media outreach plan

❑ Make sure you understand Army social media policies:

www.slideshare.net/usarmysocialmedia

❑ Review other Army social media sites

❑ Identify who will be the site administrator(s)

❑ Develop standard operating procedures

❑ Develop a posting policy that is shared on the page

❑ Set up the site

❑ Register the site – www.army.mil/socialmedia

❑ Maintain the site – Post a minimum of every 30 days

Required Training

Site Administrators must take the following training in order to maintain social media sites for Army organizations:

✓ OPSEC for EOP Operators: https://iatraining.us.army.mil/

✓ DISA Social Networking:
http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm

Social Media and Operational Security (OPSEC)

Maintaining operational security on social media is critical to ensuring Soldier safety and mission assurance. As well, personal security needs to be considered. Site administrators are responsible for ensuring that all posted items on the social media site do not violate OPSEC or PERSEC. When a page allows for users to comment it can be a great way to network and share information, but it can also be a security risk. Information shared on social media sites should be information that is already known to the public. Consider posting meeting locations on a secured site such as vFRG and providing the link rather than broadcasting this information on unsecured sites.

Operations security should ALWAYS be the primary concern when using social media

Communicate to users that posting sensitive information can be detrimental to Soldier safety

Monitor site for OPSEC regularly

Ensure information posted has no significant value to the enemy

Do not speculate on future missions

Authorized Postings

Authorized social media postings are to be information in nature as well as somewhat generic. It is important to remember that the enemy is able to piece together information gathered from various sites. The rule of thumb is if you wouldn't post it in your yard don't post it on social media.

- ✓ Pride and support for service, units, specialties and service member
- ✓ Generalizations about service or duty
- ✓ General status of the location of a unit
- ✓ Any other information already in the public domain from credible sources

Social Media by the Generation

Millennials

- Digital Natives
- 89% usage rate
- 75% Facebook
- 37% Twitter
- Self-Promotion
- Networking
- Anxiety
- Interface real and virtual

Generation X

- Digital Adapters
- 78% usage rate
- 63% Facebook
- 25% Twitter
- Social
- Research
- Pleasure
- Connect real and virtual

Baby Boomers

- Digital Immigrants
- 60% usage rate
- 40% Facebook
- 12% Twitter
- Family
- Connectedness
- Nostalgia
- Separate real and virtual

It is important to understand generational difference when it comes to the use of social media.

Right now the Army has millennials, generation X, and Baby Boomers in its ranks. Each generation comes with a different set of skills and ways they use technology. While millenials are digital natives, having grown up always knowing technology, baby boomers are considered digital immigrants, who have to learn the rules and ways of social media in order to use it effectively and be technologically savvy.

All generations have a presence on social media, but even the millennials do not have a 100% usage rate on the most popular social media site, Facebook. This means that social media cannot be the only form of communication or outreach that an FRG does for its membership – traditional forms of communication including telephonic and letters are still needed, accepted, and appreciated.

While more millenials are on twitter, the most tweets come from baby boomers. Generation X uses twitter as a way to remain informed about events while baby boomers have complete conversations on twitter. Millennials are using twitter as a form of self-promotion, which is how they utilize most social media. Millennials are more likely to have a broad network of both people they know in real life as well as those they have only connected with virtually. They are more likely to go to their social network to get questions answered than any other generation. Generation X uses social media to be social with friends and family, they will use social media as a starting point for more in

depth research, but will turn to more traditional tools, such as research journals, media outlets etc. to get questions answered. Baby boomers, on the other hand are using social media to be connected to family, in particular children and grandchildren who may not live nearby.

Millennials indicate that social media and the constant connectedness creates anxiety – they are afraid if they aren't constantly checking their various accounts that they will miss something, while generation X indicates that social media is pleasurable and baby boomers find it nostalgic as they connect with old friends and post throw back pictures.

Ultimately, millennials are able to interface their real world with their virtual world – to them there is no difference – the virtual allows more people to be involved and interact with one another and they can move seamlessly between to the two. Generation X uses social media to connect to their real world friends and family while they are apart, but the two are not completely interfaced, while baby boomers continue to have a separate real world and virtual life – they do not feel the need to post everything they do, check in, or live stream to feel connected.

Information on Generational Use of Social Media gathered from the following sources:

Ahmad, I. (2015). The Generational Content Gap: How Different generation Consume Content Online. Social Media Today.

Loechner, J. (2014). Generational Social Media Behaviors. Research Brief from the Center for Media Research

Generational Differences Chart. www.wmfc.org/uplads/GenerationalDifferencesChart.pdf

Important Links

Army FRG:

https://www.armyfrg.org

Branding:

http://www.army.mil/create

Army Facebook rules of engagement:

https://www.facebook.com/USarmy/info

http://www.defense.gov/socialmedia/user-agreement.aspx

YouTube Government Presence Instructions:

forum.webcontent.gov/?page=TOS_YouTube

Disclaimer Example:

On.fb.me/eulvUR

Example social media strategy:

Goo.gl/3Tmw0

Handbooks, Additional Training, Guidance/Policy:

www.slideshare.net/usarmysocialmedia

Site Registration:

www.army.mil/social-media

Training:

OPSEC for EOP Operators: https://iatraining.us.army.mil/

DISA Social Networking: http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm

Submission Guidelines:

http://usarmy.vo.llnwd.net/e2/rv5_downloads/socialmedia/Registration_Checklist.pdf

Facebook Smart Card

Social Networks - Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share.
- Ensure that your family takes similar precautions with their accounts; their privacy and sharing settings can expose your personal data.
- Use caution when posting images of you or your family. Be aware of your surroundings, to include identifiable locations, military affiliations, and any other personal security vulnerabilities. It's highly discouraged to use geo-location tags.
- Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

Minimizing your Facebook Profile

Go To Downward Arrow > Privacy Settings

Access Facebook Privacy Setting Here

Click to access and edit Profile

Account Settings
Privacy Settings
Log Out
Help

Facebook has hundreds of privacy and sharing options. To control how your personal information is shared, you should use the settings shown below (such as *Only Me, Friends Only*) for (1) Privacy, (2) Connecting, (3) Tags, (4) Apps/Websites, (5) Info Access through Friends, and (6) Past Posts.

Control Your Default Privacy [1]

Change to "Friends Only"

Public | Friends | Custom

How You Connect
How Tags Work
Apps and Websites
Limit the Audience for Past Posts
Block Lists

Choose Your Privacy Settings – Apps, Games and Websites [4]

Limit Use of Apps

Uncheck ALL Boxes

Disable Personalization

Disable Public Search

How You Connect [2]

Who can look up your profile by name or contact info? — Friends
Who can send you friend requests? — Friends of Friends
Who can send you Facebook messages? — Friends
Who can post on your Wall? — Friends
Who can see Wall posts by others on your profile? — Only Me

How Tags Work [3]

Profile Review of posts friends tag you in before they go on your profile — On
Tag Review of tags that friends want to add to your posts — On
Profile Visibility of posts you're tagged in once they're on your profile — Friends
Tag Suggestions when friends upload photos that look like you — Off
Friends Can Check You Into Places using the mobile Places app — Off

Info accessible through your friends [5]

Use the settings below to control which of your information is available to applications, games and websites when your friends use them.

- Bio
- Birthday
- Family and relationships
- Interested in
- Religious and political views
- My website
- If I'm online
- My status updates
- My photos
- My videos
- My links
- My notes
- Photos and videos I'm tagged in
- Hometown
- Current city
- Education and work
- Activities, interests, things I like
- Places I check in to

Limit The Audience for Old Posts on Your Profile [6]

Limit Old Posts to Friends Only

Limit Old Posts | Cancel

Facebook Smart Card

Do not login to or link third-party sites (e.g. twitter, bing) using your Facebook account. "Facebook Connect" shares your information, and your friends' information, with third party sites that may aggregate and misuse personal information. Also, use as few apps as possible. Apps such as Farmville access and share your personal data.

Profile Settings

Apply and save the **Profile** settings shown below to ensure that your information is visible to only people of your choosing.


Jason Smith

Click on Info tab to start editing

Change to Only Me

Change to Friends Only

Change to Only Me

Change to Friends Only

Change to Only Me

Change to Friends Only

Current City

Show Birthday

Deactivating / Deleting Your Facebook Account

To **deactivate your Facebook account**, go to **Account Settings** and select **Security**. To reactivate your account log in to Facebook with your email address and password.

To **delete your Facebook account**, go to **Help Center** from the account menu. Type **Delete** into the search box. Select **How do I permanently delete my account** then scroll down to submit your request here. Verify that you want to delete your account. Click **Submit**. FB will remove your data after 14 days post security check.

Useful Links

A Parent's Guide to Internet Safety	www.fbi.gov/stats-services/publications/parent-guide
Wired Kids	www.wiredkids.org/
Microsoft Safety & Security	www.microsoft.com/security/online-privacy/social-networking.aspx
OnGuard Online	www.onguardonline.gov/topics/social-networking-sites.aspx

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Google+ Smart Card

Social Networks - Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share.
- Ensure that your family takes similar precautions with their accounts; their privacy and sharing settings can expose your personal data.
- Use caution when posting images of you or your family. Be aware of your surroundings, to include identifiable locations, military affiliations, and any other personal security vulnerabilities. It's highly discouraged to use geo-location tags.
- Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

Managing Your Google+ Profile

Google+ provides privacy and sharing options using **Circles**. Circles are groups that users create for different types of connections, such as family, friends, or colleagues. Content is shared only with circles you select. Google+ requires that users provide real names - no pseudonyms.
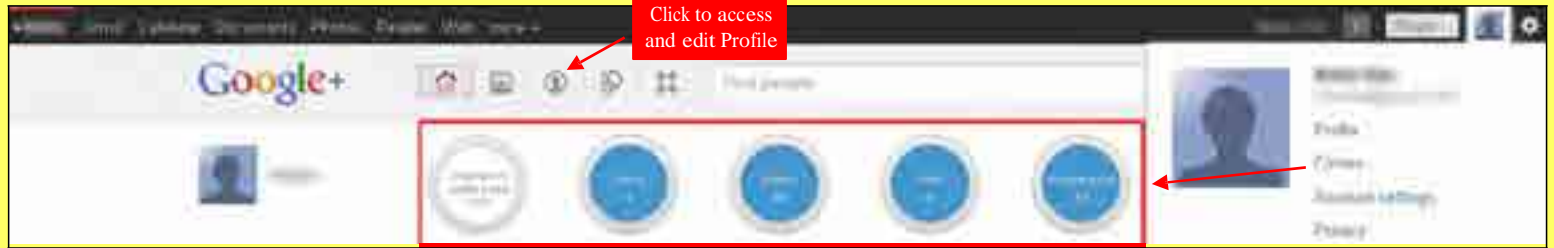
Click to access and edit Profile

Profile Settings

Apply and save the **Profile** settings shown below to ensure that your information is visible to <u>only</u> people of your choosing.

Select Edit Profile to make changes

This box is **PUBLIC.** Do not fill out additional information

Uncheck both

Name & Profile Picture are **PUBLIC**

Uncheck

DO NOT add links to other online presences, such as a webpage, Facebook, Twitter, or LinkedIn

Change to **Your Circles**

To share information on this page with specific people, select **Custom** then choose appropriate **Circles**

Uncheck top button

Change to **Only You**

- Anyone on the web
- Extended circles
- Your circles
- Only you
- Custom

Change to **Your Circles**

Uncheck

Search visibility   Help others find my profile in search results

207

Account Settings & Minimizing Your Activities

Apply the Account settings shown with arrows below to ensure that your information is shared in a limited fashion.

Change as indicated

Don't Add Phone Number

Uncheck
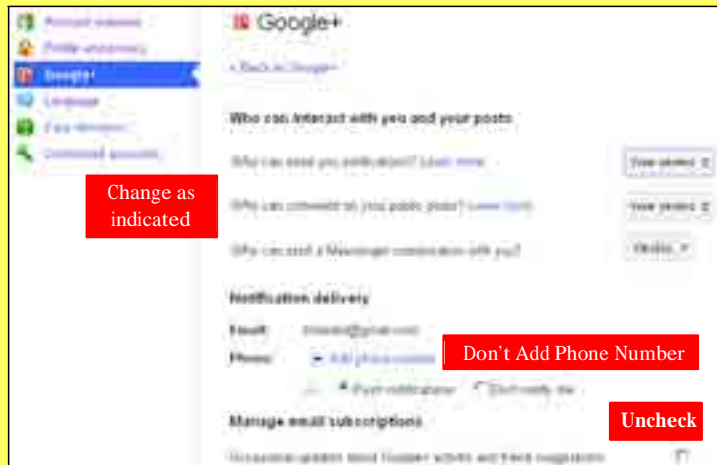
- Account settings can be accessed under **Account Settings > Google+**.
- Maintain a small Google+ "footprint". Select only important Google+ notifications as shown in the box to the left.
- Limit notifications to email as opposed to text.
- **Do not** connect your mobile phone to Google+ or use the Google+ mobile application, and **Disable +1** on non-Google Websites
- **Do not** allow contacts to tag you then automatically link to your profile
- **Disable** your circles from accessing your photo tags prior to you

Change to "Off"

Uncheck

Uncheck

Uncheck

Uncheck

Remove Everyone

Receive notifications

Check as indicated

Uncheck

Uncheck

Do not add outside accounts
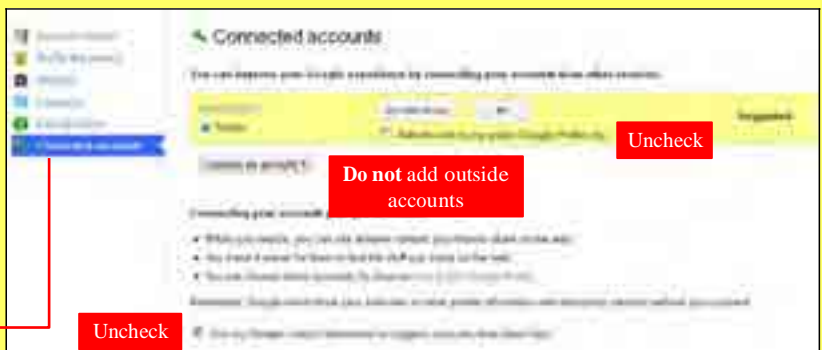
By default, Google+ uses your Google contact information to link your accounts from other online services, aggregating your online identity in one location. To disable this feature:

- Go to **Account Settings > Connected Accounts**
- Click "No" to Google-suggested 3rd-party accounts
- Disable Google+ access to your contact information
- Do not manually connect other online accounts using Google+

Deleting Your Google+ Profile Information or Account

Go to **Account Settings > Account Overview**

- **Delete Google+ Content** removes Google+ related information such as circles, +1's, posts, and comments
- **Delete your entire Google profile** removes all user data from Google services, including your Gmail
- **Disable web history** to prevent accumulation of your digital footprint

Useful Links

A Parent's Guide to Internet Safety	www.fbi.gov/stats-services/publications/parent-guide
Wired Kids	www.wiredkids.org/
Microsoft Safety & Security	www.microsoft.com/security/online-privacy/social-networking.aspx
OnGuard Online	www.onguardonline.gov/topics/social-networking-sites.aspx

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Instagram smart card

Personal safety tips
✔ Assume that **ANYONE** can see any information about your activities, personal life, or professional life that you post and share.
✔ Ensure that your family takes similar precautions with their accounts; their privacy and sharing settings can expose your personal data.
✔ Use caution when posting images of you or your family. Be aware of your surroundings, to include identifiable locations, military affiliations, and any other personal security vulnerabilities.
✔ It's highly discouraged to use geo-location tags.
✔ Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

Security tips
Here are 5 things you can do to help keep your account safe:
✔ Pick a strong password. Use a combination of at least six numbers, letters and punctuation marks (like ! and &).
✔ Make sure your email account is secure.
✔ Log out of Instagram when you use a computer or phone you share with other people.
✔ Think before you authorize any third-party app.
✔ Never give up your password to someone you don't know and trust.

Privacy and safety tips
Decide whether you want to use your 'Photo Map'.
Adding location to photos, also known as using the 'Photo Map' feature, is turned off for all photos someone uploads to Instagram. This means that photos won't appear on a person's Photo Map without their permission.
Block if necessary
When people use Instagram's blocking feature, the person they block cannot view their posts or search for their Instagram account.

Make your posts private
You can make your posts private in the Instagram app so only approved followers can see them.
Things to keep in mind about private posts:
✔ Private posts you share to social networks may be visible to the public depending on your privacy settings for that network. For example, a post you share to Twitter that was set to private on Instagram may be visible to the people who can see your Twitter posts.
✔ Once you make your posts private, people will have to send you a follow request if they want to see your posts, your followers list or your following list.
✔ You'll see requests in Activity, which you can then approve or ignore.
✔ People can send a photo or video directly to you even if they're not following you.

Remember
✔ Your media represents you. That probably seems obvious, but remember it can keep on representing you well into the future, because content posted online or with phones is pretty impossible to take back. So it's a good idea to think about how what you post now will reflect on you down the line. If you think it might hurt a job prospect, damage a relationship or upset your grandmother, consider not sharing it.
✔ Your media could show up anywhere. Even if you limit the audience, be careful not to share anything that could be a problem if someone were to pass it around. **Once it's on the internet, it's there forever!**

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LinkedIn Smart Card

Social Networks -Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share.
- Ensure that your family takes similar precautions with their accounts; their privacy and sharing settings can expose your personal data.
- Use caution when posting images of you or your family. Be aware of your surroundings, to include identifiable locations, military affiliations, and any other personal security vulnerabilities. It's highly discouraged to use geo-location tags.
- Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

Managing Your LinkedIn Profile

LinkedIn is a professional networking site whose users establish connections with co-workers, customers, business contacts, and potential employees and employers. Users post and share information about current and previous employment, education, military activities,

Use **Settings** to manage visibility

specialties, and interests. To limit exposure of your personal information, you can manage who can view your profile and activities.

Profile Settings

Apply the **Profile** settings shown with arrows below to ensure that your information is visible only to people of your choosing.

Set to **no one**

Set to **Only you**

Set to t**otally anonymous**

Set to **Only you**

Uncheck

Do not use a face photo for your account

Set to **My Connections**

LinkedIn Quick Facts

- There are over **100 million** LinkedIn users around the world. Aside from the US, LinkedIn is widely adopted in India, Brazil, and the UK.
- Users tend to share information related to their **careers or jobs** as opposed to photographs from parties or social events.
- LinkedIn profiles tend to be more **visible and searchable** than in social networks such as Facebook.
- **Paid LinkedIn accounts** have access to more information about other users, such as connections, than free accounts.
- The type of information users can see about each other depends on how **closely they are connected** (1st, 2nd, or 3rd degree).[211]

Account Settings

Apply the Account settings shown with arrows below to ensure that your information is shared in a limited fashion.
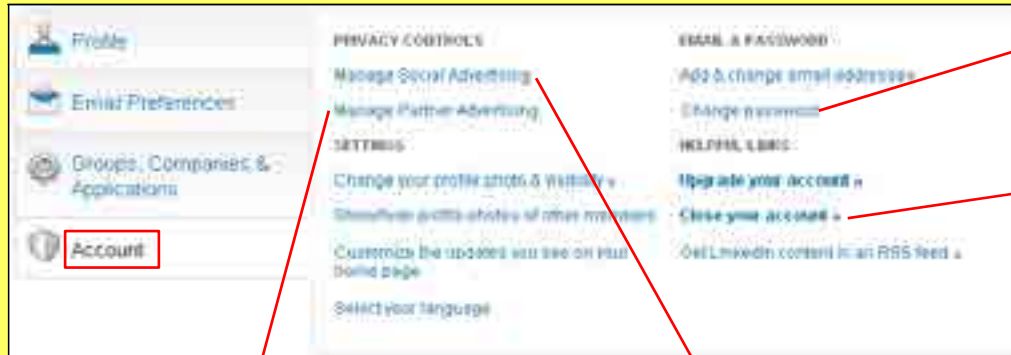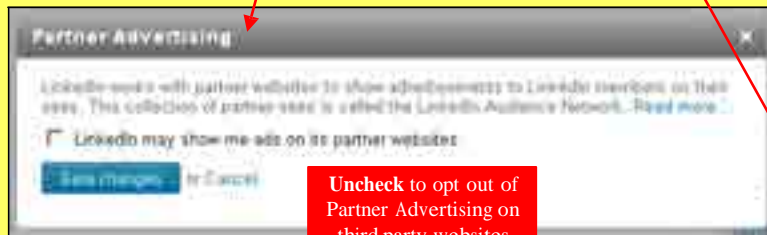

Passwords

Use a complex password with capital letters and numbers to ensure that attackers cannot access your account information.

Closing Your LinkedIn Account

If you no longer plan to use the LinkedIn service, you can close your account. Click **Close your account** and confirm that you want to take this action.

Uncheck to opt out of Partner Advertising on third party websites
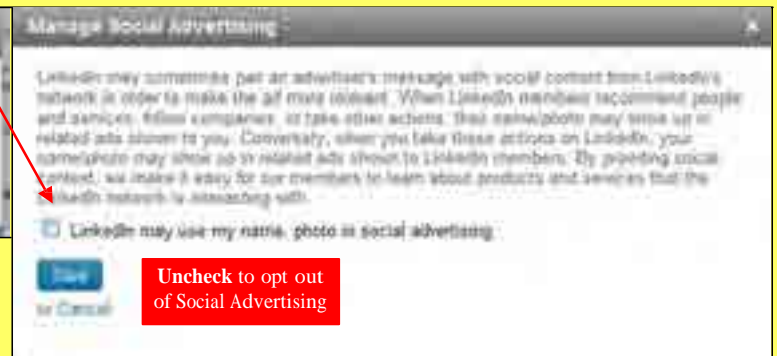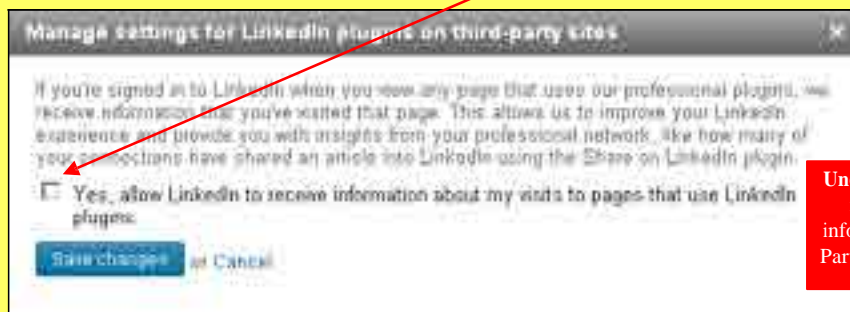
Uncheck to opt out of Social Advertising

Application Settings

Third-party applications and services can access most of your personal information once you grant them permission. You should limit your use of applications to ensure that third parties cannot collect, share, or misuse your personal information. Apply the **Application** setting shown with arrows below to ensure that your information is visible only to people of your choosing.
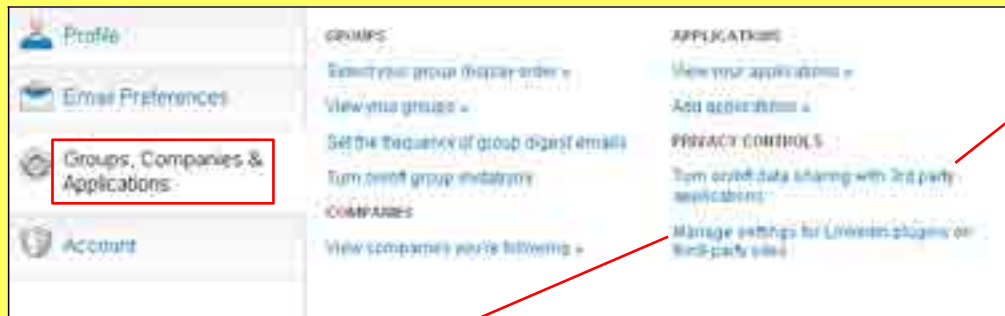
Do not share with Third Parties

Also, avoid using the LinkedIn **smartphone** app to prevent accidentally collecting and sharing location data.

LinkedIn, **by default**, automatically retrieves information about the user on websites with LinkedIn Plug-In integration. Prevent sharing **your activities on third-party websites** with LinkedIn by unchecking the box.

Uncheck the box. Do not share your information on Third Parties with LinkedIn.

Useful Links

A Parent's Guide to Internet Safety	www.fbi.gov/stats-services/publications/parent-guide
Wired Kids	www.wiredkids.org/
Microsoft Safety & Security	www.microsoft.com/security/online-privacy/social-networking.aspx
OnGuard Online	www.onguardonline.gov/topics/social-networking-sites.aspx

Twitter Smart Card

Social Networks -Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share.
- Ensure that your family takes similar precautions with their accounts; their privacy and sharing settings can expose your personal data.
- Use caution when posting images of you or your family. Be aware of your surroundings, to include identifiable locations, military affiliations, and any other personal security vulnerabilities. It's highly discouraged to use geo-location tags.
- Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

Managing your Twitter Account

Twitter is a social networking and microblogging site whose users send and read text-based posts online. The site surged to worldwide popularity with +300 million active users as of 2011, generating 300 million tweets and 1.6 billion search queries daily.

Use **Settings** to manage visibility

Stream of tweets from people you follow

Each tweet is timestamped
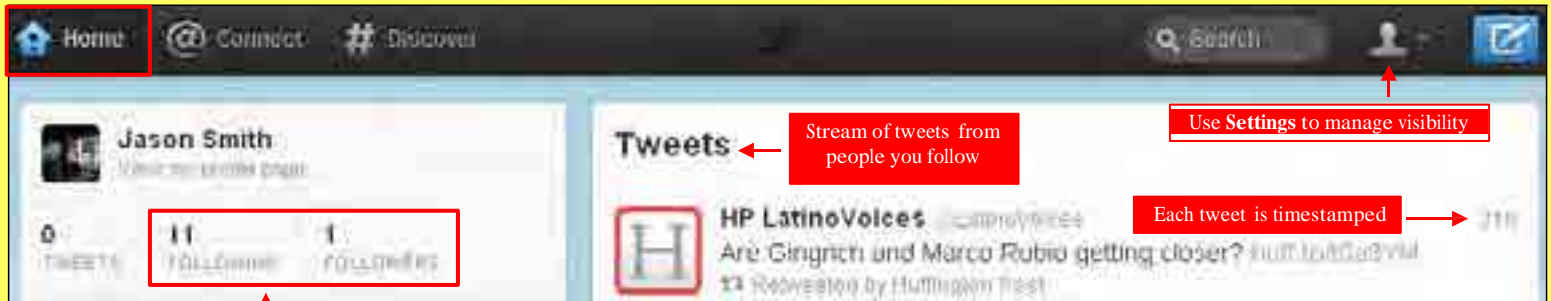
Following are people you subscribe to
Followers subscribe to your tweets
Private tweets will only be visible to followers you approve

Tweets

"Tweets" are short text-based messages – up to 140 characters – that users post to Twitter. "Tweet" can refer to a post as well or to the act of posting to Twitter. Tweets are public, indexed, and searchable unless protected by the user. Many users never Tweet, choosing only to follow persons or topics of interest.

Hashtags (#topic) are used to mark a keyword or topic in a Tweet. Posts with hashtag are categorized by topics in the Twitter search engine. Hashtagged words that become popular become Trending Topics (ex. #jan25, #egypt, #sxsw).
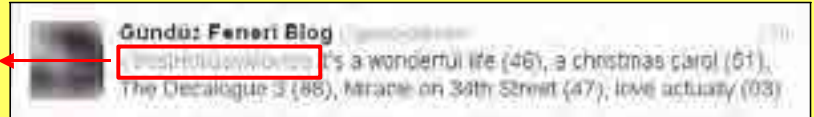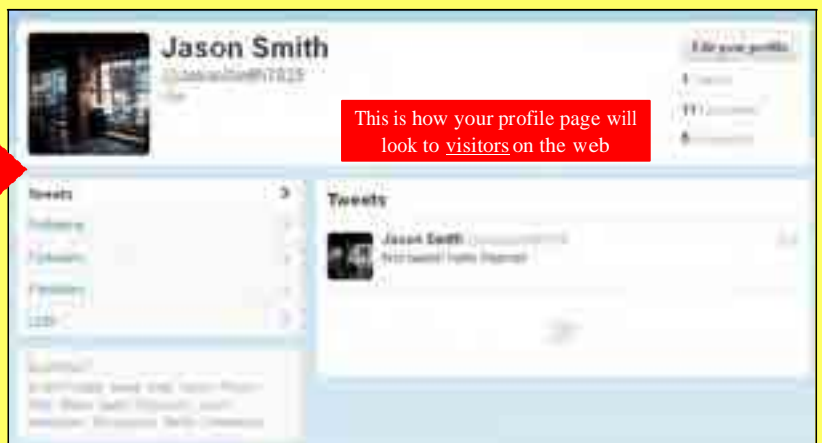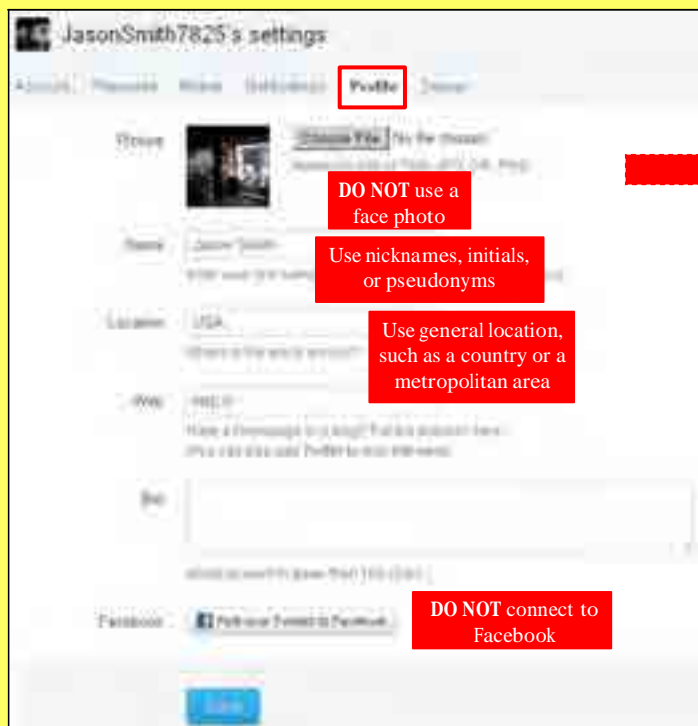
Mentions (@username) are used to tag a user in a Twitter update. When a public user mentions a private Twitter account, the link to the private account profile becomes public.
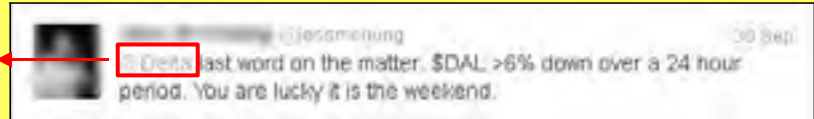
Profile Settings

Apply the **Profile** settings shown below to ensure that your information is visible only to people of your choosing.

DO NOT use a face photo

Use nicknames, initials, or pseudonyms

Use general location, such as a country or a metropolitan area

This is how your profile page will look to visitors on the web

DO NOT connect to Facebook

Twitter Best Practices

- Avoid using hashtags (#) in updates to avoid being indexed and associated with a topic by Twitter Search.
- *Tweet responsibly.* Do not provide personal details regarding your whereabouts and activities in your post.
- Do NOT upload links to personal photos or websites on Twitter.
- Do NOT allow Twitter to use your location on mobile devices.
- Change your Twitter **username** periodically to limit account exposure.

Account Settings

Apply the **Account** settings shown below to ensure that your information is shared in a limited fashion.

JasonSmith7825's settings

DO NOT connect your phone

Account Password Mobile Notifications Profile Design

Name Jason Smith
You can change your name on your profile settings

Username JasonSmith7826

Change every ~6 months

Email jason.smith7825@yahoo.com

Uncheck → Let others find me by my email address

Language English

Time Zone (GMT-06:00) Central Time (US & Canada)

Tweet Location Add a location to your Tweets

Uncheck

Click to delete all location data associated with your account

Tweet Media Display media that may contain sensitive content

Mark my media as containing sensitive content

Tweet Privacy Protect my Tweets

Check

Protecting your tweets makes all your posts **private** Only those who you approve can access your tweets

HTTPS Only Always use HTTPS

Your pending follower requests

Jess M Chung

Accept Decline

Deactivating / Delete Your Twitter Account

To deactive your account, go to **Settings** and select **Account** page. At the bottom of the page, click "**Deactive my account**." After deactivation, the user can reactivate the account within **30 days**. After 30 days, the account is permanently **deleted**.

Notification & Application Settings

Maintain a small digital footprint by minimizing the number of notifications. Revoke access to unnecessary third party applications.

Account Password Mobile Notification Profile Design Application

Messages

Email me when: I'm sent a direct message

Direct message (DM) is never visible to the public

I'm sent a reply or mentioned

Activity

Email me when: I'm followed by someone new
My Tweets are marked as favorites
My Tweets are retweeted

Private tweets will become visible to the web when retweeted (**RT**) by a user with public account

Updates

Email me with: Occasional updates about new Twitter products, features, and tips
Product or service updates related to my Twitter account

Account Password Mobile Notifications Profile Design **Applications**

You've allowed the following applications to access your account

HootSuite
The social media dashboard which allows teams to broadcast, monitor and track results.

Revoke Access

Twitter for Android
Twitter for Android

Revoke Access

Block **unknown** or **unwanted** applications from accessing your account

Samsung Mobile
Samsung mobile own applications

Revoke Access

Useful Links

A Parent's Guide to Internet Safety	www.fbi.gov/stats-services/publications/parent-guide
Wired Kids	www.wiredkids.org/
Microsoft Safety & Security	www.microsoft.com/security/online-privacy/social-networking.aspx
OnGuard Online	www.onguardonline.gov/topics/social-networking-sites.aspx