

# ***2010 Data Protection Seminar***

***TMA Privacy Office***



## **Social Networking: Promise or Peril – Using the Internet and Social Networking in the DoD**



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TRICARE  
Management Activity

Social Networking

## Purpose

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Discuss your role in supporting the responsible use of Internet-based capabilities including social networking tools by DoD military, beneficiary, civilian, and contractor personnel while protecting personally identifiable information (PII) and protected health information (PHI)



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## Social Networking **Objectives**

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- Upon completion of this presentation, you should be able to:
  - Explain the purpose of Directive-type Memorandum (DTM) 09-026, “Responsible and Effective Use of Internet-based Capabilities”, for all DoD affiliated personnel
  - Describe the process behind identifying and eliminating potential security vulnerabilities and threats to operations security (OPSEC) by the effective use of Internet-based capabilities



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## Social Networking

# What is Social Networking?

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- Social networking (Web 2.0) is a term first used in 2004 by O'Reilly Networking to describe web logs (blogs), wikis, social networking services (SNS), and other Internet-based services that emphasize collaboration and information sharing, rather than the less interactive Web publishing (Web 1.0)
- It is associated with the idea of the Internet as a platform
  - Web 1.0 was published by someone else
  - In Web 2.0, individuals are “self-publishing”



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## Social Networking

# Internet-based Capabilities

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- All publicly accessible information capabilities and applications available across the Internet in locations not owned, operated, or controlled by the DoD or the Federal Government
- Includes collaborative tools such as SNS, social media, user-generated content, social software, e-mail, instant messaging, and discussion forums



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Social Networking

# Privacy and Social Networking

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- Experience shows that people will go around organizational blocking measures, accessing social networks without any guidelines
- A major challenge is that the Internet use policy including social networking needs to be clearly communicated so that people will know that they are accountable for policy violations



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## Social Networking

# Popularity of Social Networking

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- Phones like the iPhone are multi-use devices that receive all means of communication from all over the world
- Twitter, Facebook, and other worldwide SNS' are the communication choices for technically sophisticated consumers who are keen to stay in touch with each other
- Throughout the world, people are experimenting with this technology and finding new applications at an astounding rate
- Over 450+ million people are using SNS'
- Apple alone has nearly 150 thousand applications available



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## Social Networking

# Popularity of Social Networking (continued)

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- Military personnel have been at the forefront of employing social media to enhance their communications ability with each other and their family members
- The Military Services, as well as the Federal Government have adopted social media technology to support their efforts in communicating internally as well as externally with the public on issues ranging from policy discussion to military personnel recruiting
- The Services and Commands often had their own policies until DTM 09-026, “Responsible and Effective Use of Internet-based Capabilities”, February 25, 2010, was issued



Social Networking

## Directive-Type Memorandum 09-026

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- DTM 09-026 provides guidance for all DoD entities so that SNS can be used responsibly and effectively
- A more permanent instruction will be published later this year to guide actions in the area and enable DoD organizations to publish their internal guidance on this subject



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## Social Networking

# Applicability of DTM 09-026

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- Applies to DoD and all authorized users of Non-Classified Internet Protocol Router Network (NIPRNET)
- The NIPRNET shall be configured to provide access to Internet-based capabilities across all DoD Components
- Effective immediately and will be converted to a DoD issuance within 180 days



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## Social Networking

# Policy in DTM 09-026

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- Commanders and Heads of DoD Components shall continue to:
  - Defend against malicious activity affecting DoD networks and take immediate actions to safeguard missions
  - Deny access to sites with prohibited content and to prohibit users from engaging in prohibited activities via social media sites



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## Social Networking **Guidelines**

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- Authorized use of Internet-based capabilities include SNS', image/video-hosting services, wikis, blogs, and data mashups
- DTM 09-026 allows limited authorized personal use on a non-interference basis. However, individuals shall:
  - Employ sound OPSEC measures in accordance with DoD policy
  - Not represent the policies or official positions of the DoD



## Social Networking

# Guidelines – Official Use

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- Official uses of Internet-based capabilities unrelated to public affairs are permitted
- Personnel acting in their official capacity shall maintain liaison with Public Affairs Office and OPSEC to ensure organizational awareness



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## Social Networking

# Guidelines – Official Use (continued)

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- Use of Internet-based capabilities for official purposes shall:
  - Comply with DoD policies and procedures
  - Ensure information posted is relevant, accurate, and provides no information not approved for public release, including personally identifiable information
  - Provide links to official DoD sites
  - Include a personal opinions disclaimer



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## Social Networking

# Information Assurance Practices

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- The information technology staff needs to be up to date on issues of Internet use, including the use of social networking
- Operating systems and software need to be patched at all times to deal with continuously developing threats to security
- Privacy protection settings and practices must be maintained at the highest level to protect information from being stolen and used
- All parties need to know the type of information that can be classified as PII and PHI



## Social Networking

# Way Ahead

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- DTM 09-026 to be followed by a formal policy statement from DoD
- DoD organizations will be publishing their own guidance on this issue
- Additional information will flow through the Health Information Privacy and Security Compliance Committee and other sources about comply with this policy



## Social Networking **Summary**

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- You should now be able to:
  - Explain the purpose of DTM 09-026, “Responsible and Effective Use of Internet-based Capabilities”, for all DoD affiliated personnel
  - Describe the process behind identifying and eliminating potential security vulnerabilities and threats to OPSEC by the effective use of Internet-based capabilities



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## Social Networking **Resources**

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- DoD 6025.18-R, “DoD Health Information Privacy Regulation”, January 24, 2003
- DoD Directive 5400.11, “ DoD Privacy Program”, May 8, 2007
- DoD 8580.02-R, “DoD Health Information Security Regulation”, July 12, 2007
- DoD DTM 09-026 “Responsible and Effective Use of Internet-based Capabilities”, February 25, 2010
- To subscribe to the TMA Privacy Office E-News, go to:  
<http://www.tricare.mil/tma/privacy/maillinglist.aspx>
- E-mail [Privacymail@tma.osd.mil](mailto:Privacymail@tma.osd.mil) for subject matter questions

