



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
3000 MARINE CORPS PENTAGON
WASHINGTON, DC 20350-3000

CMC
10 Mar 17

WHITE LETTER 1-17

From: Commandant of the Marine Corps
To: All Commanding Generals
All Commanding Officers
All Officers-in-Charge
All Senior Enlisted Leaders

Subj: RECENT CONDUCT ON SOCIAL MEDIA

Ref: (a) MARADMIN 365/10

1. In the past week, our core values have come under attack. While the majority of our Marines are focused on sustaining and improving combat readiness and building trust among the team, some have broken faith. We have received reports that within our ranks we have Marines who attacked other Marines on social media. The Marines who were targeted have primarily been female. This inappropriate, disrespectful, and in some cases criminal behavior has a corrosive and negative effect on our Marines and on the Marine Corps. My intent is to ensure all commanders and senior enlisted leaders have a common understanding of this situation, focus our efforts to support any victims of these attacks, raise awareness of resources to support victims, and ultimately eliminate the conditions that allow this cancer to grow.

2. Leaders at all levels must address online sexual harassment, threats of violence, and other misconduct as we would address any other form of misconduct or destructive behavior. Immediate action should be taken to support our Marines who may be victims of online attacks. I need all commanders and senior enlisted leaders to engage with your Marines and encourage them to come forward and report, whether they are a victim, or have knowledge of possible misconduct. There should be no bystanders; Marines should "Join the Conversation." When Marines do report, they must have the full support of their leadership, from NCOs up to the Commanding Officer and Commanding General. They must have a viable means to report and have immediate resources available to support them. Victims must be educated on the resources available to them, including:

- Chain of Command and Small Unit Leadership
- Chaplains
- Victim Legal Counsel
- Uniformed Victim Advocates
- Equal Opportunity Advisors
- Sexual Assault Prevention and Response Victim Advocates
- Sexual Assault Support Lines

Technical assistance is also available to help remedy or mitigate the harm they have suffered.

3. To get ahead of future incidents, we must continue to educate Marines on the dangers, vulnerabilities, and expectations of conduct when engaging in online activity. Marines must understand they carry the title "Marine" 24/7, even on social media. MARADMIN 365/10 provides current social media guidance; it will be updated soon. Leaders should remind our Marines they are not anonymous in the virtual world and remain accountable for their actions. Where we find criminal behavior, we will take appropriate action.

4. I have established a task force at Headquarters Marine Corps, led by ACMC, to determine the scale and scope of the problem we face. The task force will be informed by insights from our Marines and address those aspects of our training, leadership, policy, and legal processes where changes or corrective action are required. We will take a hard look at the conditions and attitudes that enabled this problem to develop. We have lost trust with some of our Marines and we have to rebuild it.

5. Every Marine is a valued member of our team. I don't care who they are or where they came from. I only care that they earned our title and deserve our respect. The recent attacks on social media can be overcome if we address the behaviors and attitudes that caused these unacceptable actions in the first place. We are better than this. I will leave you with a thought from another senior military leader who dealt with a similar issue in 2013: "the standard you walk by...is the standard you accept." I have faith in our commanders and senior enlisted leaders to guide our Marines through this issue and enforce our standards.

A handwritten signature in black ink, appearing to read "Robert B. Neller". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Robert B. Neller

SOCIAL MEDIA GUIDANCE - UNOFFICIAL INTERNET POSTS

Date Signed: 6/30/2010

MARADMINS Active Number: 365/10

R 292322Z JUN 10

UNCLASSIFIED//

MARADMIN 365/10

MSGID/GENADMIN/CMC WASHINGTON DC DMCS//

SUBJ/SOCIAL MEDIA GUIDANCE - UNOFFICIAL INTERNET POSTS//

REF/A/MSGID:DIR/DTM-09-026/-//

REF/B/MSGID:DIR/DOD 5500.7R/-//

REF/C/MSGID:DIR/DODD 1344.10/-//

REF/D/MSGID:SECNAVINST/5211.5E/-//

REF/E/MSGID:MCO/5239.2/-//

REF/F/MSGID:MCO/3070.2/-//

REF/G/MSGID:MCO/5230.18/-//

REF/H/MSGID:MARADMIN/0181-10 /-//

REF/I/MSGID:DODI/1325.06/-//

REF/J/MSGID:DIR/DODD 5400.11/-//

NARR/REF A IS DOD DIRECTIVE-TYPE MEMO ON RESPONSIBLE AND EFFECTIVE USE OF INTERNET - BASED CAPABILITIES. REF B IS THE DOD JOINT ETHICS REGULATION. REF C IS THE DOD DIRECTIVE ON POLITICAL ACTIVITIES BY MEMBERS OF THE ARMED FORCES. REF D IS THE DON PRIVACY PROGRAM. REF E IS THE MARINE CORPS INFORMATION ASSURANCE PROGRAM. REF F IS THE MARINE CORPS OPERATIONS SECURITY PROGRAM. REF G IS CLEARANCE OF DOD INFORMATION FOR PUBLIC RELEASE. REF H IS THE MARADMIN FOR RESPONSIBLE AND EFFECTIVE USE OF INTERNET BASED CAPABILITIES. REF I IS DOD INSTRUCTION ON HANDLING DISSIDENT AND PROTEST ACTIVITIES AMONG MEMBERS OF THE ARMED FORCES. REF J IS DOD DIRECTIVE ON DOD PRIVACY PROGRAM.//

POC/JOHN CALDWELL/LTCOL/OMCC PA/-/TEL:COMM (703) 614-4309/EMAIL: ONTHERECORD(AT)USMC.MIL//

POC/DARCY HOTCHKISS/CIV/UNIT:C4 IA/ EMAIL: DARCY.HOTCHKISS(AT)USMC.MIL/TEL 703-693-3490//

GENTEXT/REMARKS/1. THIS MARADMIN PROVIDES GUIDANCE FOR MARINES WHO IN THEIR PERSONAL CAPACITY DESIRE TO MAKE UNOFFICIAL POSTS ON THE

INTERNET REGARDING MARINE CORPS-RELATED TOPICS.

2. THE MARINE CORPS PERFORMS A VALUABLE SERVICE AROUND THE WORLD EVERY DAY AND MARINES ARE OFTEN IN THE BEST POSITION TO SHARE THE MARINE CORPS STORY WITH THE DOMESTIC AND FOREIGN PUBLICS WE RELY ON FOR MISSION SUCCESS. MARINES ARE ENCOURAGED TO RESPONSIBLY ENGAGE IN UNOFFICIAL INTERNET POSTING ABOUT THE MARINE CORPS AND MARINE CORPS-RELATED TOPICS RELATED TO THEIR PROFESSIONAL EXPERTISE, PERSONAL EXPERIENCES, OR PERSONAL KNOWLEDGE. ADDITIONALLY, MARINES ARE ENCOURAGED TO PROFESSIONALLY AND RESPECTFULLY CORRECT ERRORS AND MISREPRESENTATIONS MADE ABOUT THE MARINE CORPS.

3. CONSISTENT WITH OTHER FORMS OF COMMUNICATION, MARINES ARE RESPONSIBLE FOR ALL CONTENT THEY PUBLISH ON SOCIAL NETWORKING SITES, BLOGS, OR OTHER WEBSITES. IN ADDITION TO ENSURING MARINE CORPS CONTENT IS ACCURATE AND APPROPRIATE, MARINES ALSO MUST BE THOUGHTFUL ABOUT THE NON-MARINE RELATED CONTENT THEY POST SINCE THE LINES BETWEEN MARINES' PERSONAL AND PROFESSIONAL LIVES OFTEN BLUR IN THE ONLINE SPACE. THUS, MARINES SHOULD USE THEIR BEST JUDGMENT AT ALL TIMES AND AVOID INAPPROPRIATE BEHAVIOR THAT COULD BRING DISCREDIT UPON THEMSELVES, THEIR UNIT, AND THE MARINE CORPS. THIS INCLUDES POSTING ANY DEFAMATORY, LIBELOUS, ABUSIVE, THREATENING, RACIALLY OR ETHNICALLY HATEFUL OR OTHERWISE OFFENSIVE OR ILLEGAL CONTENT. VIOLATIONS OF FEDERAL LAW AND DOD REGULATIONS OR POLICIES MAY RESULT IN DISCIPLINARY ACTION UNDER THE UNIFORM CODE OF MILITARY JUSTICE.

4. FOR DETAILED INFORMATION AND GUIDANCE REGARDING APPROPRIATE AND SAFE ONLINE BEHAVIOR, MARINES AND LEADERS OF ALL LEVELS SHOULD VISIT [HTTP://WWW.MARINES.MIL/OMG](http://www.marines.mil/omg).

5. RELEASE AUTHORIZED BY LTGEN W. J. WILLIAMS, DIRECTOR, MARINE CORPS STAFF.//