



**U.S. NAVAL SEA CADET CORPS  
NEW ENGLAND REGION 1-1**

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NEW ENGLAND REGION 1-1 INSTRUCTION 02-2013

From: Regional Director, NSCC Region 1-1

**Subj: SOCIAL MEDIA SITE (SMS) POLICY**

Ref: (a) NSCC Regulations  
(b) How to make a Facebook page: <http://www.facebook.com/pages/create.php>

**Introduction & Goals of the Policy:**

The purpose of this instruction is to duplicate the successful efforts of many schools and other youth programs in protecting children from potentially dangerous online “friendships” between cadets and adults. Experience has shown that unmonitored, private communications between youth and adults on sites such as Facebook greatly increase the risk of an undue relationship developing. Such conduct is not in the best interests of our cadets or the program.

There are better ways for adults to promote their unit and communicate with cadets. Few parents would be comfortable with their child’s school teachers “friending” their child on Facebook – this would present an unacceptably personal relationship. Because NSCC officers are expected to mentor and train cadets in a military environment, adults are therefore in a similar position to a child’s teachers and should act accordingly.

Additionally, limiting adult/cadet SMS relationships maintains a healthy distance between adult volunteers (who are supposed to present themselves as superior officers) and cadets. Keeping this distance online promotes good order and discipline within NSCC units.

**SUMMARY OF THIS POLICY**

**Adult volunteers and children under the age of 18 shall not be personal “friends” on social media sites such as Facebook, MySpace, etc.**

**All communication between cadets and adult volunteers on social media sites shall take place in either “groups” or “fan pages”, which are public and do not require the adult and cadet to be personal “friends” on the site.**

**This policy does not restrict e-mail communication – only social media (Facebook, etc.).**

Subj: SOCIAL MEDIA (SMS) POLICY

**A. Applicability:**

1. This policy applies to all cadets and adults attached to Region 1-1 units.

**B. Statement of Policy:**

1. No officer or instructor shall create or maintain a private “friendship” with any NSCC or NLCC cadet on personal social media sites (Facebook, MySpace etc.).
  - a. The sole exception to this policy is for those cadets and adults who are related (parent-child, uncle-nephew, etc.).
  - b. There is no restriction on cadets being “friends” with other cadets on their page.
2. Instead of “friending” cadets with their own personal Facebook account, unit leaders are instead encouraged to develop an official unit Facebook group or “fan page”.
  - a. Instructions on how to do this can be found by visiting the website listed in Reference (b), or by contacting the NSCC Internet Development Group, which can provide guidance on how to maximize your unit’s Facebook presence while still keeping communications “in bounds.”
  - b. Once a “fan page” is created for your unit, all cadets, their parents and indeed *anybody* may then “like” the unit’s official page *without* requiring the adult and cadet to become “friends” online.
  - c. Creating a Facebook fan page for your unit is actually a positive way to get the word out about the NSCC and is a highly effective communication tool. It doesn’t require the undue personal “friendship”.

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M. P. LANDRY