



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

CMC

WHITE LETTER 2-17

MAR 21 2017

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

Subj: SOCIAL MEDIA GUIDANCE – MANDATORY COUNSELING REQUIREMENT

Ref: (a) White Letter 1-17 dtd 10 Mar 2017  
(b) ALMAR 008/17

Encl: (1) Approved Pg11 Entry

1. Following recent reports of degrading social media posts and file sharing by some service members, I released references (a) and (b). Our duty to one another requires all Marines to adhere to the highest standards of personal and professional conduct on and off duty. Our individual and collective actions must always uphold our core values of Honor, Courage, and Commitment. We do not abandon our core values when we enter the online world. We are Marines 24/7, regardless of where we are or what we are doing. The American people expect us to uphold the highest standards and be professional at all times. Respect for each other builds the trust we require for success as a team.

2. As leaders, we must all educate Marines to safely engage in online activity. I need your help to ensure all Marines read and understand the policy outlined in reference (b). Within thirty days, every active-duty and reserve Marine, officer and enlisted, will receive a formal counseling confirming that they have read and understand reference (b). They will also receive a corresponding counseling entry in their official military personnel file in accordance with enclosure (1). I am confident our commanders and enlisted leaders at all levels will appropriately guide our Marines and enforce our standards.

3. This guidance applies to all Sailors assigned to Marine Corps units.

A handwritten signature in black ink that reads "Robert B. Neller".

Robert B. Neller

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\_\_\_\_\_. Counseled this date on ALMAR 008/17 SOCIAL MEDIA GUIDANCE - UNOFFICIAL INTERNET POSTS. ALMAR 008/17 explains the Marine Corps' policy on the boundaries of appropriate online conduct and instructs all Marines acting in their personal capacity who desire to make unofficial posts online regarding Marine Corps-related topics. This ALMAR also provides guidance for Marines concerning unofficial online activity that has an adverse effect on good order and discipline within, or brings discredit upon, the Armed Forces. I acknowledge that I have read and understand ALMAR 008/17 SOCIAL MEDIA GUIDANCE - UNOFFICIAL INTERNET POSTS. Additionally, I acknowledge and understand that my online presence/persona is an extension of my uniformed presence. I must never contribute to any online effort to discredit the Marine Corps, adversely affect good order and discipline, weaken the Marine Corps team, or violate operational security. I also acknowledge my duty to report or correct such instances when I see them.

\_\_\_\_\_  
Signature of Marine / Sailor

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If an individual refuses to sign/acknowledge the p11 entry, Commanders will read the p11 language to the individual word-for-word and make the following p11 entry:

\_\_\_\_\_. On this date, \_\_\_\_\_ (SNM) refused to sign/acknowledge this entry. The entry was read aloud to SNM. ALMAR 008/17 was also read aloud to SNM. The reading of these items was witnessed by the undersigned.

\_\_\_\_\_  
Signature of BN/SQDN Commander

\_\_\_\_\_  
Signature of Witness (BN/SQDN SGTMAJ)