



Eagle Express

We Are All “Strategic” Airmen

Today’s world is one in which social media is ubiquitous, pervasive, and unbelievably efficient in communicating with massive amounts of people. This fact now puts anyone wearing the uniform of the U.S. military in a position of great influence as well as vulnerability. Any action a service-member performs (deliberate or otherwise...) can be captured via camera, smartphone, or video recorder, with or without their knowledge, and instantly shared via social media.



Ultimately, this places every single member of the armed forces in a role of strategic importance. In other words, whether we realize it or not, what we do (or fail to do) can be construed as representing the United States Air Force as a whole and can result in strategic level repercussions, not to mention legal action against you. Each of us must acknowledge this fact and formulate our words and actions accordingly or further risk compromising our mission, and in turn diminish the defense of our nation.

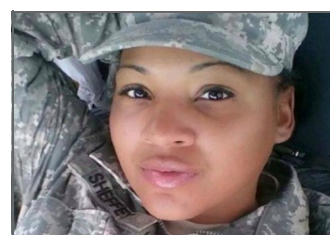
Unfortunately, stories have surfaced in the media recently involving military members being photographed engaging in very questionable behavior. Remember, intent can be misconstrued...perception is reality. Additionally, the individuals taking the photos are just as culpable as those posing in them. We must all embrace the fact that each of us is a “strategic Airman,” and our actions can result in strategic level consequences. Each of the instances below could have been easily prevented by utilizing social media guidelines.



Having garnered national media attention, this photo depicts a Fairchild AFB Airman posing with POW/MIA emblem. Investigation into the incident is currently pending.



Another incident resulting in national media coverage, Wisconsin National Guard members clowning around an empty flag-draped casket



Posted just this week, this post is quickly gaining media attention, showing a Fort Carson soldier braggling about avoiding having to salute the flag during retreat by ducking in her car.

I highly recommend reading the [Air Force Guide to Effective Social Media](#). Keep these guidelines in mind when utilizing any social media, both personally and professionally. The responsibility lies with each one of us to prevent issues like these from detracting from our mission capability. As always, thank you for the incredible work done here at Dover AFB everyday!

Rick L. ...
“Deliver!”

