



DEPARTMENT OF THE NAVY
COMMANDING OFFICER
U.S. NAVAL STATION GUANTANAMO BAY CUBA
PSC 1005 BOX 25 FPO AA 34009-0100

NSGBINST 5727.1
N00
11 Feb 2025

NSGB INSTRUCTION 5727.1

From: Commanding Officer, U.S. Naval Station Guantanamo Bay, Cuba

Subj: SOCIAL MEDIA POLICY

Ref: (a) DoD Instruction 5400.17 series
(b) DoD Instruction 1344.10 series
(c) NSGBINST 5530.2 series
(d) Navy Social Media Handbook for Sailors and Families of 10 Feb 2023

1. Purpose. This instruction establishes policies and procedures governing the acceptable use of social media for all service members, civilians, and DoD contractors assigned to U.S. Naval Station, Guantanamo Bay (NSGB). The intent is to reinforce Operational Security (OPSEC) best practices, mitigate risks to personnel and operations, and ensure compliance with applicable Department of Defense (DoD) and Navy social media policies. The security of NSGB, its personnel, and its mission relies on strict adherence to OPSEC principles, particularly in the digital realm. Social media use must be approached with the highest level of caution to prevent unauthorized disclosures, ensure force protection, and maintain the integrity of ongoing operations. All personnel must remain vigilant and committed to upholding these standards.

2. Cancellation. This instruction supersedes and replaces all previous NSGB social media policies.

3. Applicability. This instruction applies to all personnel onboard NSGB without regard to rank, nationality, or military status. Sponsors of visitors are responsible for the conduct and actions of their guests. This instruction is a lawful punitive order enforceable under the Uniform Code of Military Justice (UCMJ). This instruction also may be enforced via administrative measures including, but not limited to restriction from specified locations, revocation of entry approval, and debarment.

4. Policy

a. Personnel must not conduct unauthorized photography to include still photos, recorded videos, or live broadcasts (e.g. Facebook Live, Instagram Live, FaceTime, Skype, Snapchat, TikTok, or Instagram Stories), as outlined in reference (c).

b. Personnel must not disclose deployment locations of units onboard NSGB. This includes adding geolocation to posts and using hashtags referencing specific units, unit names, unit mottos, and identifying symbols.

c. Personnel must actively monitor their social media presence and must remove any

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posts, tags, or references by others that identify their location or affiliation with deployed units, restricted areas, and Joint Task Force Guantanamo.

d. Personnel must adhere to the policies outlined in references (a) through (d) and relevant tenant command policies and guidance as applicable.

e. Personnel must disable location tracking services on all devices when within a restricted area as outlined in reference (c).

f. This policy extends to the use of all personal electronic devices, including but not limited to cell phones, gaming consoles, personal computers, smart watches, and fitness trackers.

5. Awareness and Training

a. All incoming personnel assigned to NSGB will receive training on this policy as part of their newcomer orientation.

b. Tenant commands will ensure personnel are aware of this policy and will administer their own distinct policies to support their missions as needed.

6. Enforcement

a. Per reference (c) all personnel onboard NSGB must report any unauthorized photography.

b. All personnel onboard NSGB must report any violations of this policy if observed via their chain of command and OPSEC Manager. If there are questions about whether an action violates this instruction personnel must contact the Office of the Staff Judge Advocate at CNIC_SE_GNBY_LEGAL@US.NAVY.MIL and 757-458-4834.

7. Records Management. Records created because of this instruction, regardless of media and format, must be managed per SECNAVINST 5210.8 of March 2019.

8. Review and Effective Date. Per OPNAVINST 5215.17A, the Public Affairs Officer will review this instruction annually on the anniversary of its effective date to ensure applicability, currency, and consistency with Federal, DoD, SECNAV, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will automatically expire 10 years after effective date unless reissued or canceled prior to the 10-year anniversary date, or an extension has been granted.



M. R. STEPHEN

Releasability and distribution:

This instruction is cleared for public release and is available electronically only via NSGB NIPR Network