



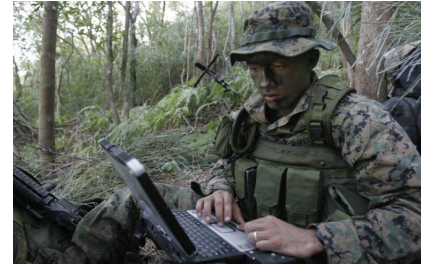
**Thurs.  
March 11**

**Glasgow Hall  
East Annex  
Room 203**

**12:00—13:00**

## **Social Networking in the DoD:**

### **Does it provide any value to the warfighter?**



In 10 years, how will social media have changed the way we work, live, and interact with information?

“Obviously, we need to find the right balance between security and transparency. We are working on that. But am I still going to tweet? You bet!”<sup>[2]</sup>

- Adm. Michael G. Mullen

Defense Department Announces Balanced Social Media Policy <sup>[1]</sup>

“Social Media isn’t a fad, its a fundamental shift in the way we communicate.”- Erik Qualman, Socialnomics <sup>[3]</sup>

LT Jeff Bennington is an HR officer with a technical background in information technology. LT Ryan King is an IP officer with a background in airborne communications. They have been studying Information Assurance in the IS Dept for the past two years at NPS. Their thesis research was on the relevance of social networking in the Navy.



1. United States. Dept. of Defense. Deputy Secretary of Defense. Directive-Type Memorandum (DTM) 09-026—Responsible and Effective Use of Internet-based Capabilities. February 25, 2010. <<http://www.dtic.mil/whs/directives/corres/pdf/DTM-09-026.pdf>>

2. U.S. News & World Report. September 14, 2009. <<http://www.usnews.com/blogs/washington-whispers/2009/09/14/mullen-leads-the-way-on-twitter.html>>.

3. Socialnomics. August 11, 2009. <<http://socialnomics.net/2009/08/11/statistics-show-social-media-is-bigger-than-you-think/>>.

