



22 SEP 2020  
FM: CHDIRAUX  
TO: ALAUX  
ALAUX 028/20

Subj: COMMUNICATING UNITY AND RESPECT: REPRESENTING THE U.S. COAST GUARD

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1. Last week, the Vice Commandant of the Coast Guard, Admiral Charles Ray, sent the following email to leaders throughout the Coast Guard.

From: Ray, Charles W ADM <[ADMCRay@uscg.mil](mailto:ADMCRay@uscg.mil)>  
Sent: Monday, September 14, 2020 1:21 PM  
Subject: Communicating Unity and Respect: Representing the U.S. Coast Guard

To U.S. Coast Guard Leadership,

I need every CO, OIC, Supervisor, and Leader to clearly hear this message and communicate its content to every member of our workforce. The challenging effects of our high operational tempo during a global pandemic, forecasts for an active hurricane season, widespread protest for social justice, and the backdrop of a National election could potentially serve to divide us without a conscious effort to avoid any such division. When we say that we are "Stronger Together," we do not ignore our differences, but instead note that despite those differences we are ALL united in our sworn Oath to the Constitution, to our shared commitment to our Core Values - Honor, Respect, and Devotion to Duty, and in service to the American public.

It is also important to recognize that each of us are representatives of the Coast Guard at all times. In every interaction with each other inside our lifelines, and outside our lifelines with our fellow citizens, whether in person or on-line, I encourage you to be guided by two simple questions: Do my actions and words create an environment of unity and respect, or do they create divisions? Do my actions and words inspire my fellow American citizens' confidence and trust in their Coast Guard?

Along these lines, today we released ALCOAST 337/20 - COAST GUARD MEDIA/SOCIAL MEDIA OFFICIAL, UNOFFICIAL, AND PERSONAL USE GUIDANCE, which provides guidance to the workforce and reinforces acceptable conduct within the social media arena.

Across the Country, as we face challenges together, there is no room in our Coast Guard for divisive or exclusionary behavior, nor actions or behaviors that discredit you or our Coast Guard. Our fellow citizens count on us to be vigilant, mission focused guardians of maritime safety, security, and stewardship. Whether at a "call hands," at quarters or muster, or in one-on-one conversations, stay engaged and make sure your crews understand that in a professional military service - We Succeed Together.

Semper Paratus!

Admiral Charles W. Ray  
Vice Commandant

2. Admiral Ray's message is clear: All of us as members of the Coast Guard team - military personnel, civilian personnel, Auxiliarists – are representatives of our service at all times during our commissions, enlistments, employments, and memberships. Moreover, our words and actions must consistently communicate unity and respect among those with whom we serve as well as the to the public that we all serve.

3. Admiral Ray also cites ALCOAST 337/20 - COAST GUARD MEDIA/SOCIAL MEDIA OFFICIAL, UNOFFICIAL, AND PERSONAL USE GUIDANCE (<https://www.dcms.uscg.mil/General-Messages/ALCOAST/>). Although this message is specifically applicable to Coast Guard active duty, reservists, and civilian employees, its basic tenets closely align with the requirements and expectations of Auxiliary social media policies found in Section 5.R. of the Auxiliary Manual, Commandant Instruction Manual 16790.1 (series) (<http://wow.uscgaux.info/content.php?unit=H-DEPT&category=auxiliary-manuals>), most notably:

- a. Auxiliarists are expected to ensure their use of social media, even when in a personal capacity while not assigned to duty, neither inadvertently nor deliberately connects or associates with, or projects an image of connection or association with, inappropriate material that is not consistent with the Coast Guard's Core Values and Guardian Ethos.
- b. Auxiliarists are expected to remember the Coast Guard's Core Values and Guardian Ethos, and keep in mind how their official as well as unofficial social media and online posts will reflect upon themselves and the Coast Guard.
- c. Auxiliarists shall avoid behavior while acting in a personal capacity, not assigned to duty, that negatively impacts or conflicts with their ability to perform their function when assigned to duty.

4. The Auxiliary Chain of Leadership and Public Affairs program managers at national and district/regional levels are readily available resources to provide invaluable consultation and review whenever a question or concern exists about potential social media posts.

5. Internet release is authorized.

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\*\*\*For many reasons including the value of keeping communication lines clear and open as well as facilitating access to training and educational tools, all Auxiliarists are urged to have their own email address and to keep it updated in AUXDATA.\*\*\*

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\*All ALAUX's are posted on the Chief Director of Auxiliary web site located at: [CHDIRAUX ALAUX](#)

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If you have a question regarding this ALAUX, please seek resolution within your Chain of Leadership and Management (COLM) including up to your servicing District Director of Auxiliary (DIRAUX). If your question still cannot be resolved after that, then please email [CGAUX@uscg.mil](mailto:CGAUX@uscg.mil).