

Updated: 04/23/25

190-1 25-01 PLATFORM GUIDANCE #1 - META PLATFORMS

190-1 ICL 25-01 Compliance Date: May 1, 2025

Below are details specific to Meta platforms for the required removal and archiving of DEI-related content from wing digital platforms and archiving and removal of squadron and activity (e.g., encampment) platforms. This guidance is also for removing and archiving Region and region-level activity platforms and national-level activities.

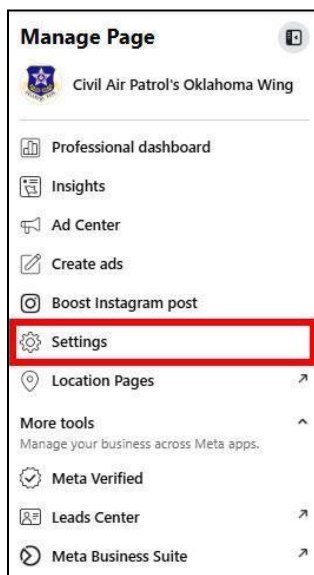
Below are details specific to:

1. Facebook Squadron, Region, and Activity (encampments, NCSAs, etc.) pages - Archiving and Removing
2. Facebook Wing/Region pages - Merging/Deleting Pages
3. Facebook Wing pages - Scrubbing for DEI
4. Facebook - Squadron, Region, and Activity (encampments, NCSAs, etc) Private Groups
5. Instagram - Squadron, Region, and Activity (encampments, NCSAs, etc.) Archiving and Removing
6. Instagram - Wing pages - Scrubbing for DEI
7. Instagram - Squadron, Region, and Activity (encampments, NCSAs, etc) Private Pages
8. Wing, Region, ad Activity Compliance Reporting
9. Archival Storage (all echelons)

FACEBOOK SQUADRON, REGION, AND ACTIVITY PAGES - ARCHIVING/REMOVAL

1. Facebook Squadron, Region, and Activity (encampments, NCSAs, etc.) pages - Archiving and Removing

- The squadron or activity must make the host wing PAO an admin for confirmation and transparency. A page admin goes to the squadron's page. Under "Manage Page," click on "Settings." Region PAOs follow along with the same instructions to archive region Facebook

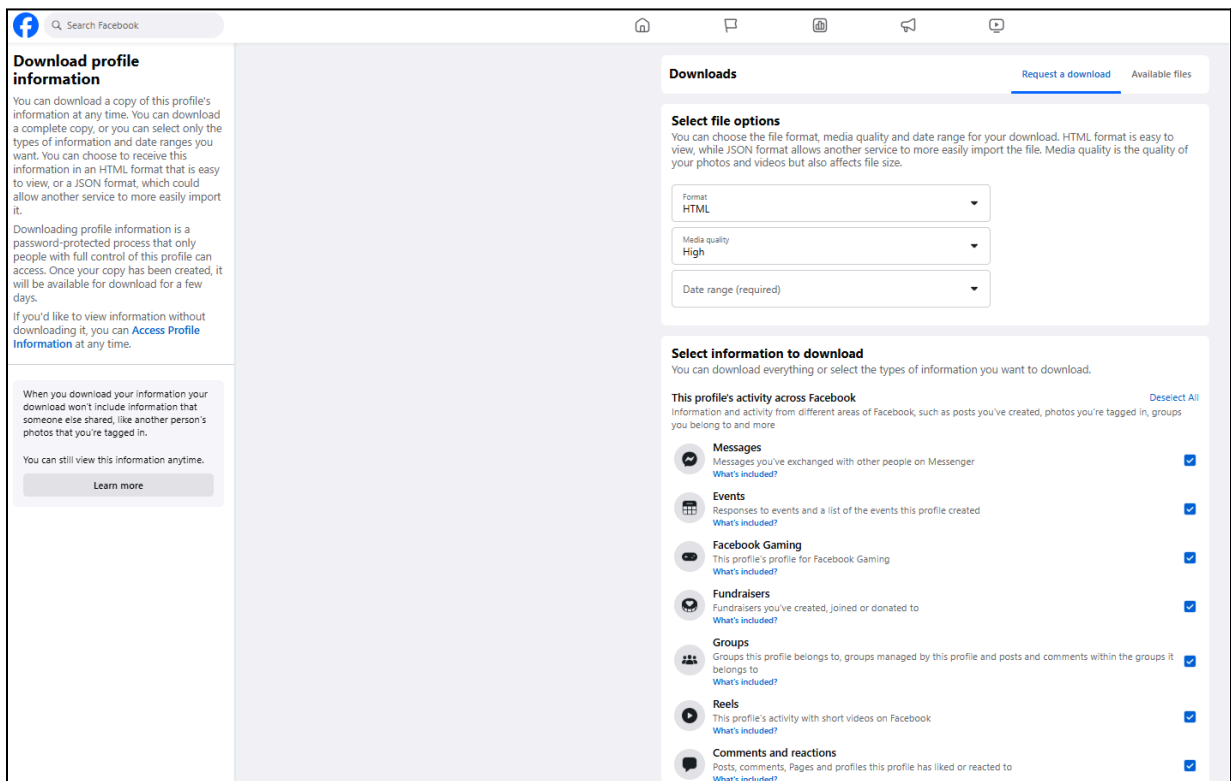


pages.

- In the left-hand navigation, scroll down to “Your information” and click on Download your information.



- Choose your date range. CAP-USAF and CAP/PA require a beginning date of January 20, 2021. You can do more if you prefer, but not less. Select the date range you wish to include in the archive and the information you want to download. Only posts and reels are required to be archived. Limiting this selection will speed up the process and reduce the file size.



- Click “Request a download” and wait 24-48 hours for Meta to process the request.
- Update your Wing PAO once you have retrieved your download so the wing PAO can merge the squadron page into the wing page, retaining the followers.

FACEBOOK WING/REGION PAGES - MERGING PAGES INTO THE WING PAGE

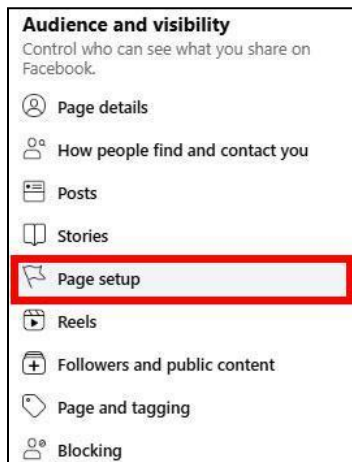
2. Facebook Wing/Region pages - Merging Squadron Pages Into the Wing Page

- **WARNING - DO NOT PROCEED UNTIL ARCHIVES HAVE BEEN DOWNLOADED. ARCHIVES ARE MANDATORY.**

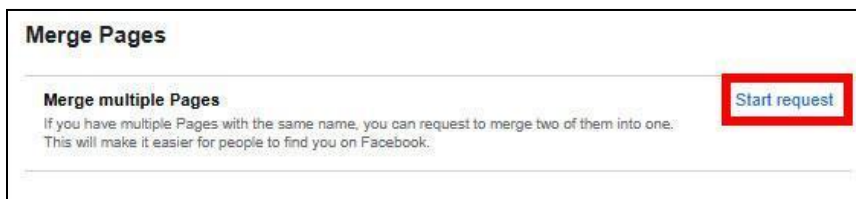
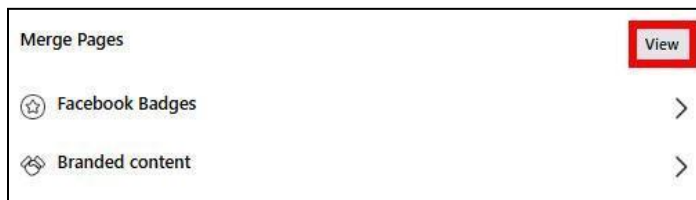
REGION PAOS - BYPASS THIS STEP AND IMMEDIATELY DELETE THE FACEBOOK ACCOUNT. SEE BELOW.

NOT ALL SQUADRON PAGES CAN BE MERGED. IF THE OPTION IS NOT THERE, MOVE TO DELETING.

- The wing PAO should have admin access to both the wing and squadron Facebook pages.
- The wing PAO goes to the Wing's page first. Under Manage Page, click on Settings, scroll down to "Audience and Visibility" in the left-hand navigation, and select "Page Setup."



- Toward the bottom will be "Merge Pages," click on "View" and then "Start Request" when the next window opens.

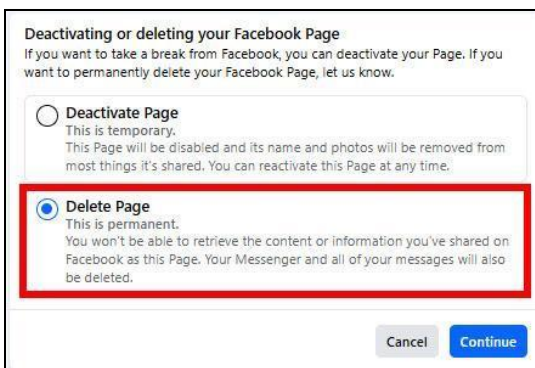


- If your wing page is not listed here, it is not approved for merging. Proceed to delete squadron pages.

- The Wing PAO goes to the squadron’s page and clicks on “Manage Page” in the left-hand navigation, and then clicks on “Settings.” In the left-hand navigation, the wing PAO clicks on “Access and control.”



- The wing PAO then clicks on “Delete Page” and follows the prompts.



- The wing/region PAO will then email macstaff@cap.gov to confirm the page(s) removal.

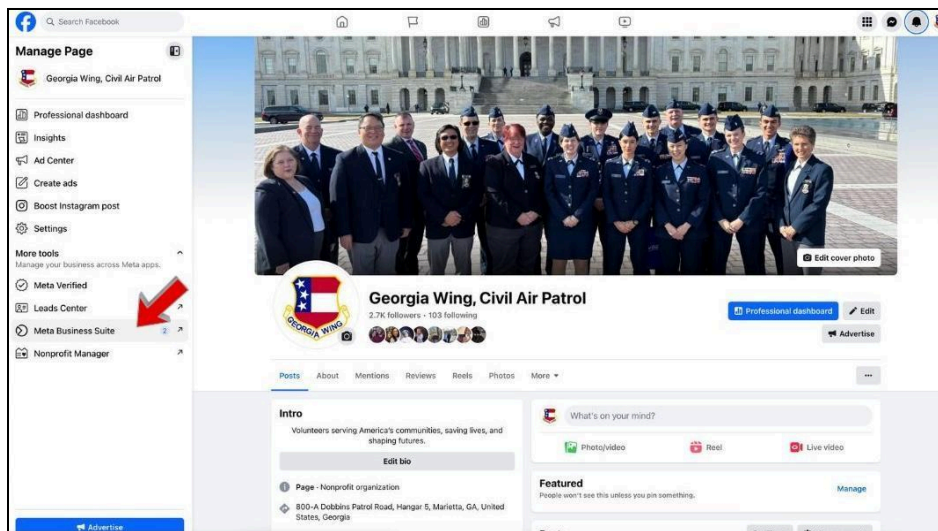
FACEBOOK WING PAGES - ARCHIVING AND REMOVAL OF DEI CONTENT

3. Facebook Wing pages - Scrubbing for DEI

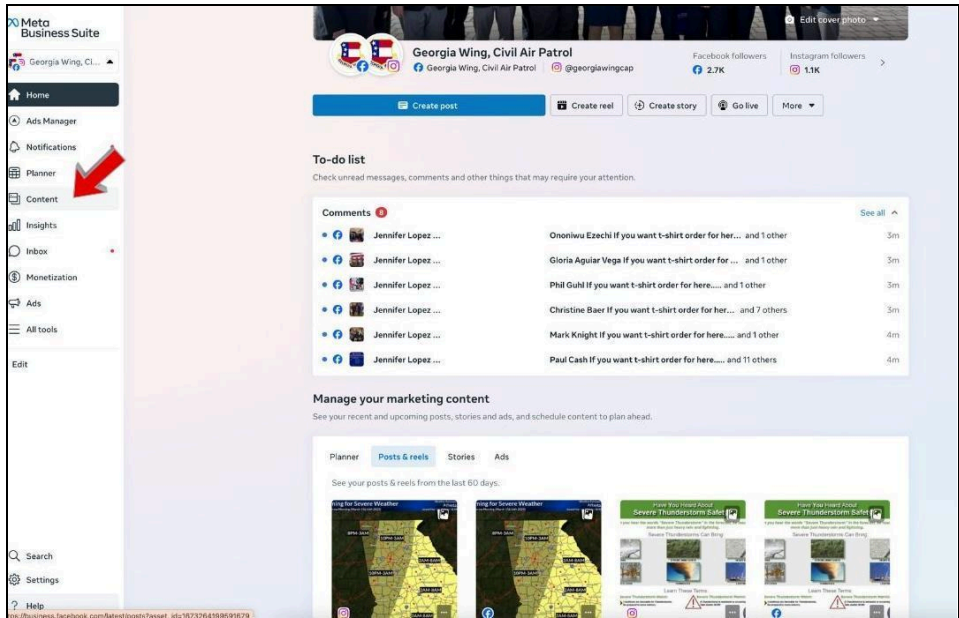
- Wings must remove and follow records management requirements for DEI content on all social media posts and websites. Content requiring removal also includes that which is counter to merit-based or color-blind policies (e.g., articles that focus on immutable characteristics, such as race, ethnicity, or sex) or promotes cultural awareness months as outlined in Secretary Hegseth's [January 31, 2025, Memorandum, "Identity Months Dead at DoD."](#)
- Wing PAOs will place this message on the Wing page, identifying that posts have been edited or removed to update the social media strategy and policies. Below is an example.



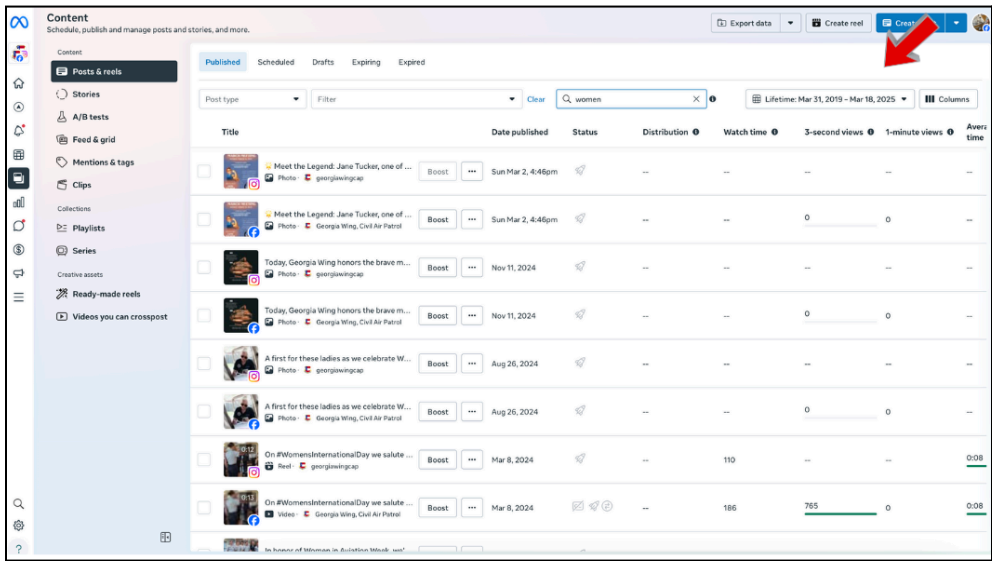
- Wing PAs will identify all news articles, photos, and videos published since January 20, 2021, that contain DEI content. There are three ways to identify content:
 - Scroll through posts for that time frame manually.
 - Or navigate to Meta Business Suite.



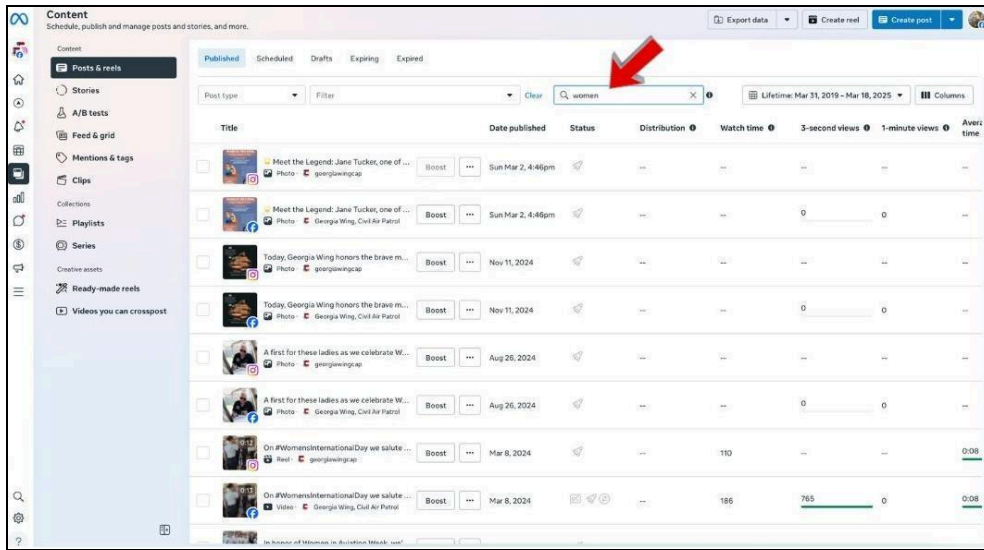
- Click “content” on the left-hand side.



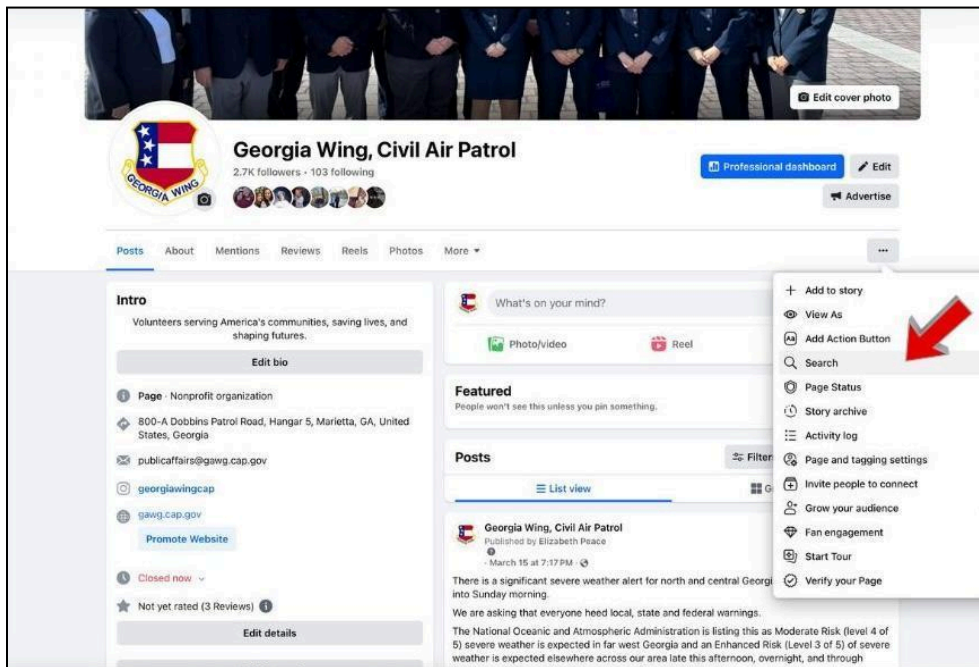
- Change the date to the specified time period or “lifetime.”



- Enter common phrases.



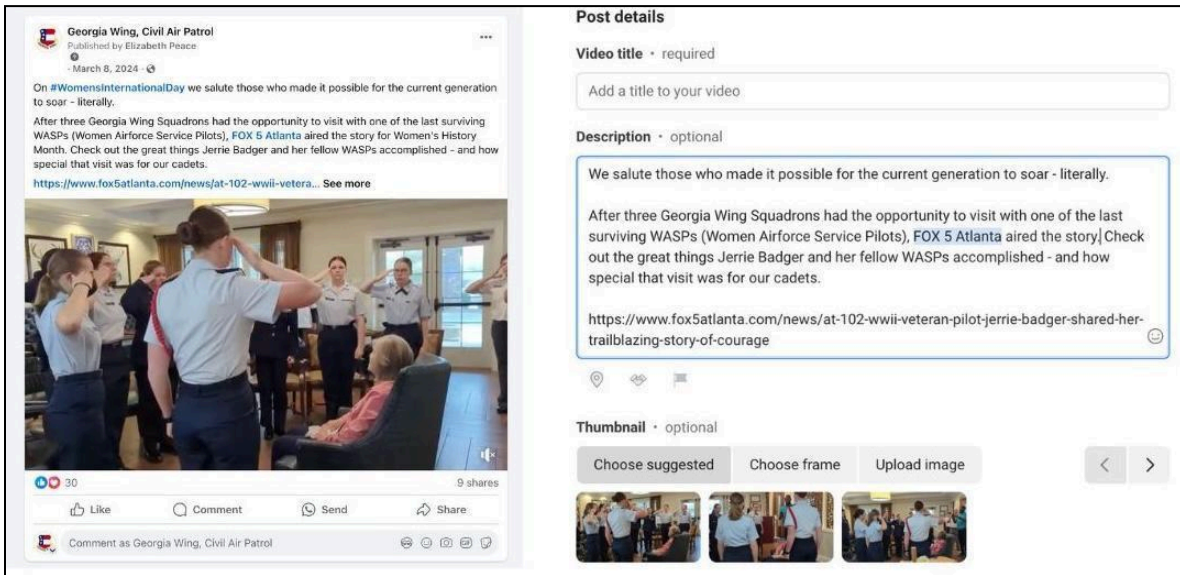
- If the Wing does not use Meta Business Suite, the Wing PAO can search from the Facebook page directly under “search” or “activity log” and then “search.”



Example Posts:

- Today, we celebrate Pride Month and recognize the contributions of LGBTQ+ service members and volunteers. At CAP, we strive to create an inclusive environment for all.
- We are committed to fostering a diverse and inclusive CAP. Join us in building a more equitable future for all cadets and senior members.
- CAP’s Women’s Leadership Network is hosting a panel discussion on breaking barriers in aerospace. Join us as we celebrate the contributions of women in CAP!

- Celebrating Black History Month! We honor the contributions of African American service members and their impact on CAP. #DiversityInAction #InclusionMatters #BlackHistoryMonth
- Unlike Instagram, there is no easy way to archive a Facebook post for later use. Wing PAOs can take a screenshot of the post if they want to edit the caption to remove DEI qualities and repost the content later. Or Wing PAOs can create an Excel or Word document to track the content they're about to remove. Either way, the Wing will already have archived the content for recordkeeping purposes and can refer to that in the future.
- The Wing PAO will now "delete" the post. Delete the entire post, not just the photo or video, because the caption must also be removed.
- Wing PAOs can edit the post and remove DEI verbiage so that the post can remain on the page.



FACEBOOK - SQUADRON, REGION, AND ACTIVITY PRIVATE GROUPS

4. Facebook - Squadron, Region, and Activity (encampments, NCSAs, etc) Private Groups

- The wing PAO is authorized to create a single internal private group for each squadron.

The wing PAO is authorized to create a single internal private group for the wing if needed.

The wing PAO is authorized to create a Facebook event for an encampment where details can be shared with parents who follow the event. Do not create a private group for encampments.

The region PAO is authorized to create a single internal private group for the region.

Directorate groups are not authorized at any echelon.
- 11.3.5. Internal social media channels used to represent a chartered unit, such as a Region, Group, Squadron or Activity, may be used to share information with members and invited guests. *These channels shall be restricted to the immediate membership, parents of cadets, and CAP alumni (who are not currently suspended or removed) as appropriate.*

Facebook private groups are specifically for current members, parents and alumni of the specific echelon the group was created for.

Details for Facebook Group Rules and member vetting will be released soon.

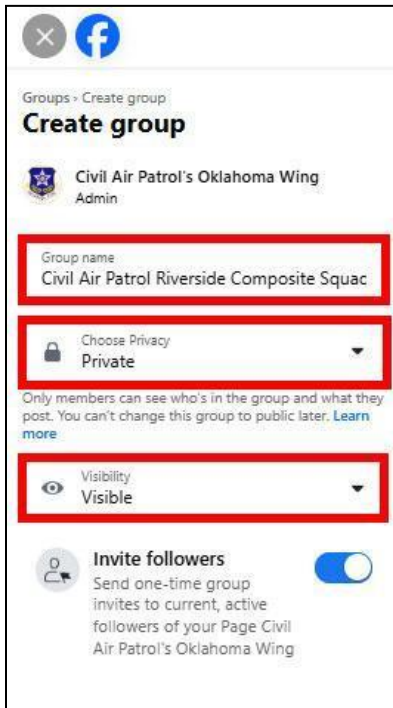
- The wing PAO will enter the wing’s Facebook page and click the nine-button-square menu in the top right.



- Enter the group’s name. Be sure to use the naming format in the 190-1 ICL 25-01. For squadrons, this looks like:

Civil Air Patrol Unit Name (WG-###)

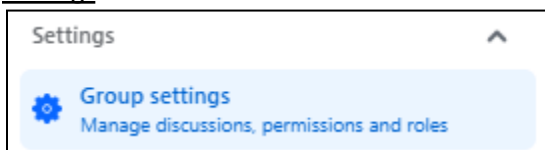
- Set “Choose Privacy” to “Private.”
- Set “Visibility” to “Visible.”
- Click “Create.”



- Change the header to a professional image. There are Canva templates on the Brand Portal. Remember this is a public-facing image for the group.



- Go into the group, in the left-hand navigation scroll down to “[Settings](#)” and click on “[Group Settings](#).”



- At the top click on the edit button for “[Name and description](#).” Type in the Description below, adjusted for the squadron you are creating.

Set up group

Name and description

Name

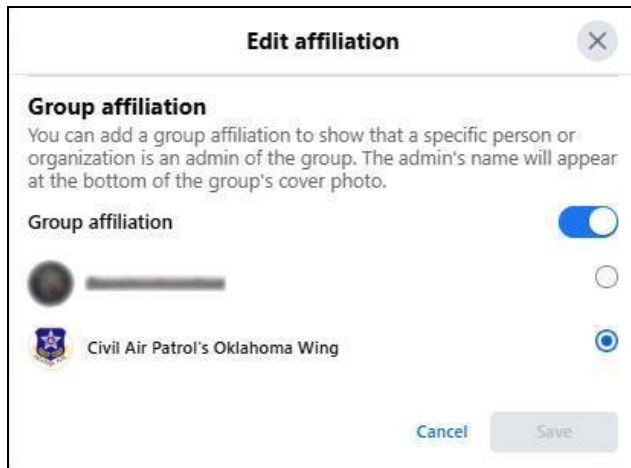
Civil Air Patrol Riverside Composite Squadron (OK-092)

Description

Squadron group for Civil Air Patrol's Riverside Composite Squadron (OK-074)

Cancel
Save

- Scroll down to “[Group Affiliation](#)” and click the edit button. Toggle the Wing’s account as the affiliation. This will add a notice on the group that it is managed by the wing.

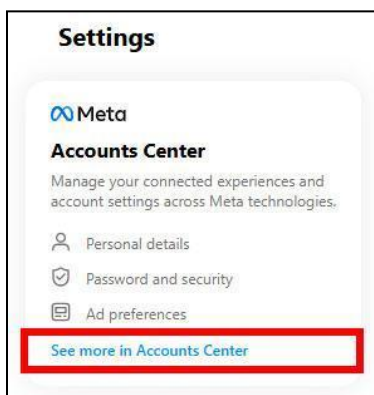


- Begin inviting members and parents.
- **REGIONS** - You will do something similar, but your groups will be attached to the National Civil Air Patrol account. Email macstaff@cap.gov for assistance with setting these up.

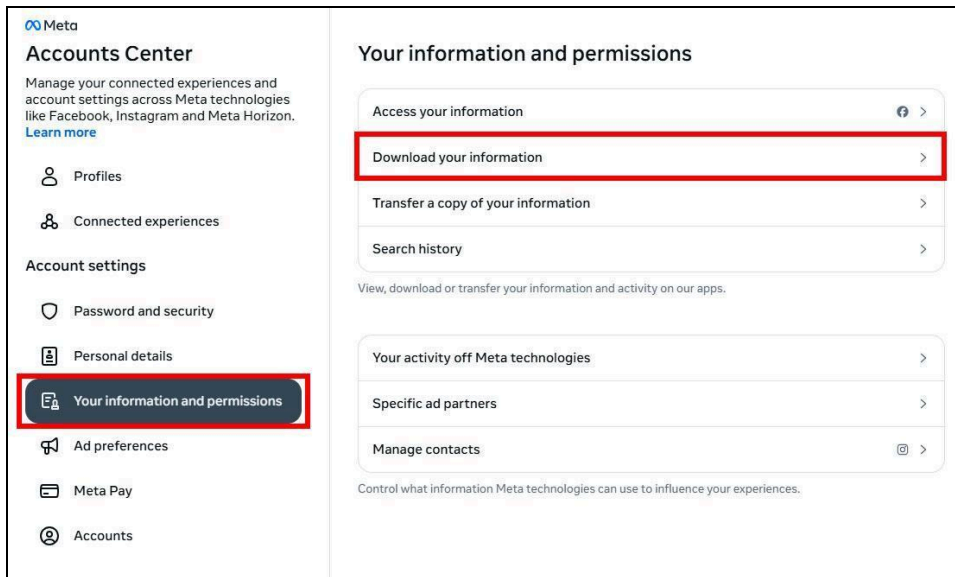
INSTAGRAM - SQUADRON, REGION, AND ACTIVITY ARCHIVING AND REMOVING

5. Instagram - Squadron, Region, and Activity (encampments, NCSAs, etc.) Archiving and Removing

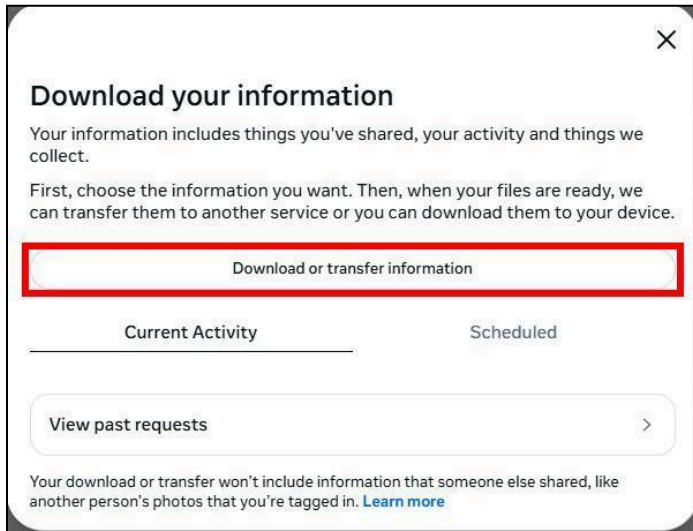
- The squadron must make the Wing PAO an admin for confirmation and transparency. A squadron admin goes to the squadron's page. Under "More," click on "Settings" and then under "Settings" click "See more in Account Center."



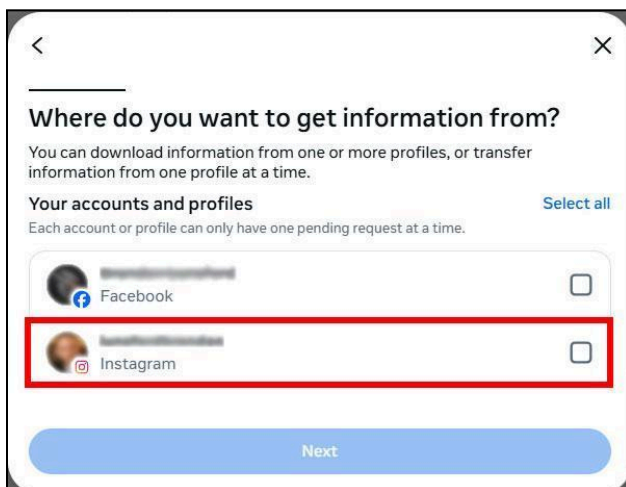
- In "Account Center," click on "Your Information and Permissions" and then "Download your information."



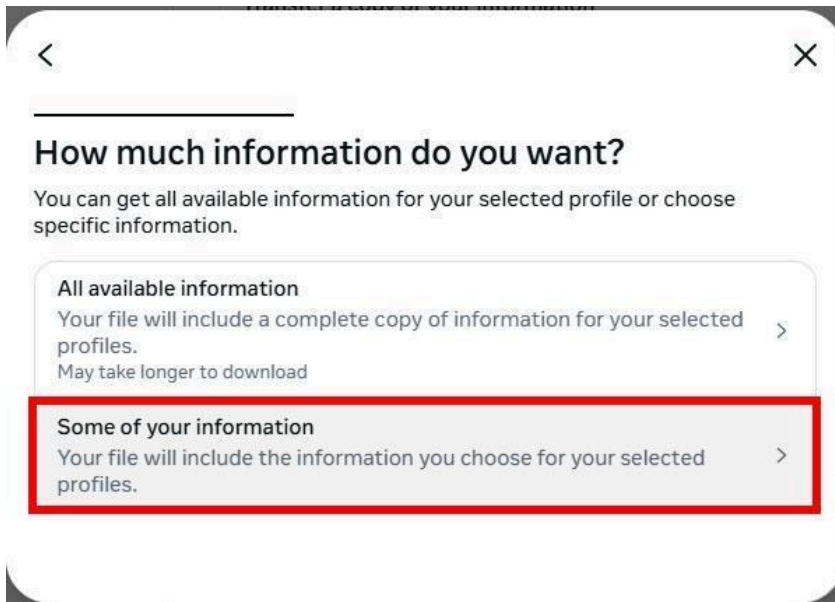
- A new window will open; click on **“Download or transfer information.”**



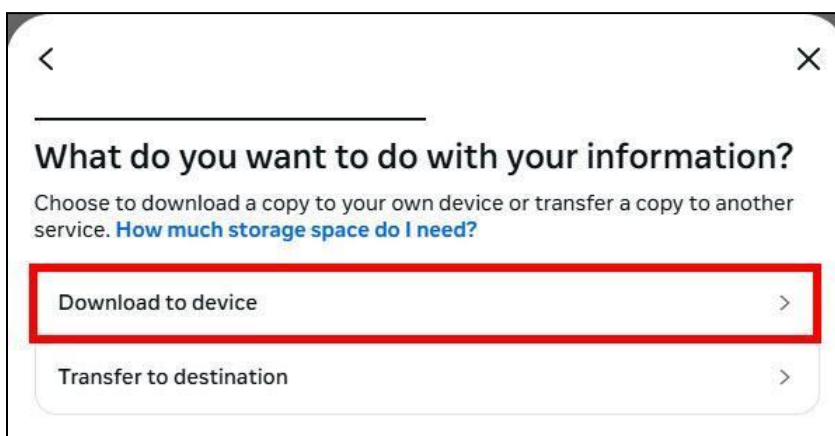
- Select the Instagram account for the Squadron, Region, or Activity (encampment, etc.) and then click **“Next.”**



- To keep the file size manageable, select “[Some of your information.](#)”



- For archiving, we only require “[Media](#)” to be checked. If you also have Instagram Threads, you will need to check that box as well. You are welcome to download whatever additional data you prefer. Click on “[Next](#)” and then “[Download to a device.](#)”



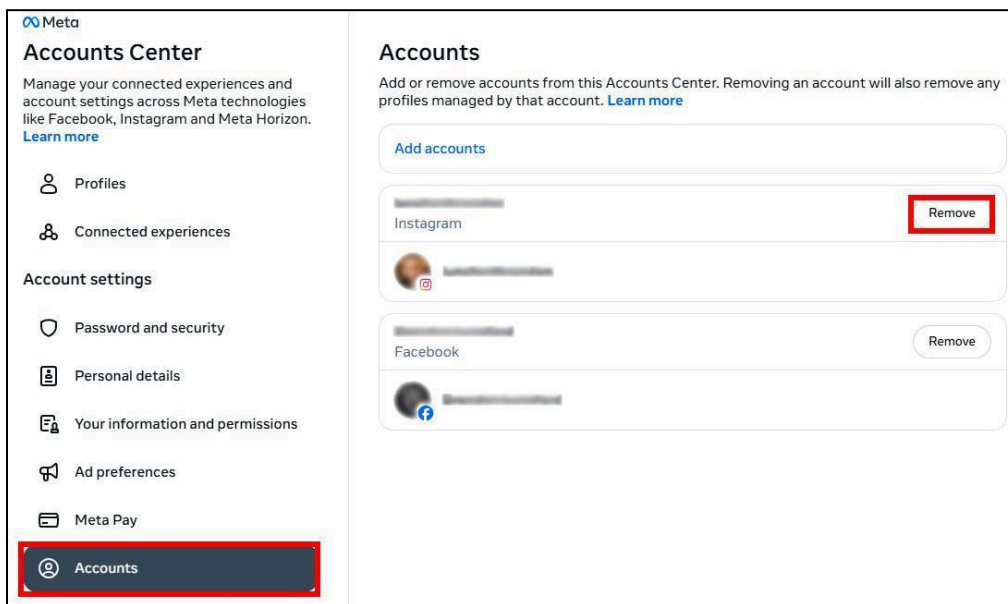
- Choose your date range. We require at least four years, beginning January 20, 2021. You can do more if you prefer, but not less. Select the Wing or Region PAO’s email to notify when complete. Select HTML for the format and your media quality.

The screenshot shows a settings panel for creating files. It includes four sections, each with a right-pointing chevron:

- Date range:** Last year
- Notify:** [Redacted]@gmail.com
- Format:** HTML
- Media quality:** Medium

At the bottom is a large blue button labeled "Create files". Below the button is a warning message: "This file may contain private information. You should keep it secure and take precautions when storing it, sending it or uploading it to another service."

- **WARNING DO NOT PROCEED UNTIL YOUR FILES HAVE BEEN DELIVERED.** Once the files have been delivered, continue to delete the account. Navigate back to “[Account Center](#)” and click on “[Accounts](#),” then select the “[Remove](#)” button next to the Instagram account and follow the prompts.



INSTAGRAM - WING PAGES - ARCHIVING AND REMOVAL OF DEI CONTENT

6. Instagram - Wing pages - Scrubbing for DEI

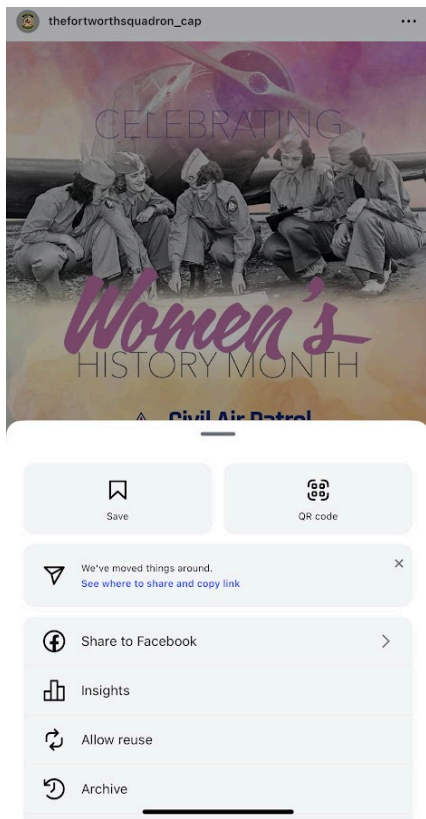
- Like Facebook, Wing Instagram posts, reels, and “story highlights” must be scrubbed for DEI content.
- Wing PAOs will place this message on the Wing page identifying that posts have been edited or removed to update the social media strategy and policies.



- If a Wing is using Meta Business Suite (preferred method), follow the steps used from Facebook to navigate to the Business Suite and “Content” section.
- Scroll through the Instagram posts manually, or use the same search method as used on Facebook. This step, however, does not allow for archiving a post in the app. A Wing PAO can only delete a post using this step.
- Alternatively, Wing PAOs may use the Instagram app on a mobile phone to delete or archive a post.
- Click on the post and then click the three dots in the top right corner.



- Click “archive.”



INSTAGRAM - WING PAGES - ARCHIVING AND REMOVAL OF DEI CONTENT

7. Instagram - Squadron, Region, and Activity (encampments, NCSAs, etc) Private Pages

- Remove DEI content as directed above in Section 6.
- Further guidance to come. Moved the pages to private and hold on inviting or approving new followers until guidance is released.

REPORTING COMPLIANCE

8. Wing, Region, and Activity Compliance Reporting

- Reporting:** To be included in the reporting to MAC, please report updated information from the table below by emailing macstaff@cap.gov by Saturday evening. This report is essential and required for tracking and reporting purposes.

Platform	Example Rgn	Example Wing
Last Update	04/13/25	04/12/25
Website DEI Removed	Page Not Deleted	COM
Facebook DEI Removed	Pages Deleted	COM
# SQ FB/RG Accts	1	17
# SQ FB/RG Accts Deleted	1	16
# Dead FB Accts		
Instagram DEI Removed	Private	INC
# SQ/RG IG Accts	1	7
# SQ/RG IG Accts Deleted	0	0
# Dead IG Accts	N/A	
Threads DEI Removed	N/A	N/A
# SQ/RG Threads Accts		N/A
# SQ/RG Threads Accts Deleted		N/A
# Dead Threads Accts		N/A
X DEI Removed	N/A	N/A
# SQ/RG X Accts	N/A	
# SQ/RG X Accts Deleted	N/A	2
# Dead X Accts	N/A	
YouTube DEI Removed	N/A	N/A
# SQ/RG YouTube Accts	N/A	2
# SQ/RG YouTube Accts Deleted	N/A	0
# Dead YouTube Accts	N/A	
# LinkedIn Accts Deleted	N/A	N/A
# Dead LinkedIn Accts	N/A	N/A
# SmugMug Accts Deleted	N/A	N/A
# Dead SmugMug Accts	N/A	N/A

ARCHIVAL STORAGE

9. Archival Storage For All Echelons

- All units at all echelons must store archived copies of platforms generated through all guidance in their IT-approved digital storage areas. Unit-level PAOs and command staff must maintain access to these archives until further guidance is provided.