

Updated: 04/14/25

190-1 25-01 PLATFORM GUIDANCE #2 - OTHER PLATFORMS

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

Below are details specific to:

1. X (formerly Twitter) - Archiving and Deleting Accounts (all echelons except wings)
2. X (formerly Twitter) - Wing Pages - Archiving and Removal of DEI Content
3. YouTube - Archiving and Deleting Accounts (all echelons except wings)
4. YouTube - Wing pages - Archiving and Removal of DEI Content
5. Smugmug - Archiving and Deleting Accounts (all echelons)
6. Smugmug - Gallery Requests (all echelons)
7. LinkedIn - Archiving and Deleting Accounts (all echelons)
8. Other Platforms - Archiving and Deleting Accounts (all echelons)
9. Websites - Archiving and Removal of DEI Content (all echelons)
10. Wing, Region, and Activity Compliance Reporting
11. Archival Storage (all echelons)

Archival Storage: All units at all echelons are required to store archived copies of platforms generated through this 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.

X (FORMERLY TWITTER) - ARCHIVING/DELETING ACCOUNTS

1. X (formerly Twitter) - Archiving and Deleting Accounts (all echelons except wings)

- All X (formerly Twitter) accounts that are not a single Wing or NHQ account must be deleted, regardless of past activity or engagement. Wing-level X accounts may continue to operate and be managed by the Wing PAO team or be removed at the discretion of the wing PAO. **Wing accounts must have a cap.gov email for the account.**
- Download the data.
 - Log in to X. Go to <https://x.com> and log into the squadron's account.
 - Open Settings and Privacy.
 - Click the profile icon (or "More" in the side menu).
 - Select "Settings and privacy."
 - Go to Your Account > Download an Archive of Your Data
 - In the Settings menu, click "Your account."
 - Then click "Download an archive of your data."
 - You may be prompted to re-enter your password and verify your identity via email or phone.
 - Click the "Request archive" button.
 - It may take several hours to a few days for X to prepare your data. You will receive a notification and email when your data is ready for download.
 - Return to the same menu in Settings > Your Account > Download an Archive.
 - Click Download and save the .zip file securely. Store in the PA folder for future SUI.
- Step-by-Step: How to Deactivate and Delete the Account.

- Log in to X and go to Settings and Privacy.
- Click your profile icon or “More.”
- Select “Settings and privacy.”
- Select: Your Account > Deactivate Your Account.
- Click “Your account.”
- Then click “Deactivate your account.”
- After 30 days, the account and its data will be permanently deleted.
- Scroll down and click the “Deactivate” button.
- Re-enter the account password to finalize the deactivation.

X - WING PAGES - ARCHIVING AND REMOVAL OF DEI CONTENT

2. X (formerly Twitter) - Wing Pages - Archiving and Removal of DEI Content

- Follow the steps in Bullet #1 to archive your data on X.
- Scroll through your home page looking at every post you created and/or shared, dating back to January 21, 2021.
- Any posted content that includes DEI materials must be deleted.
- Any shared content from other pages that contains DEI content must be deleted.

YOUTUBE - ARCHIVING AND DELETING ACCOUNTS (ALL ECHELONS EXCEPT WINGS)


3. YouTube - Archiving and Deleting Accounts (all echelons except wings)


- ICL 25-01 states that:


"Unit-level public-facing social media channels are not authorized below the Wing level."


This applies to all social media and video-sharing platforms, not just Facebook and Instagram. Therefore, YouTube channels operated by squadrons, groups, or regions are no longer permitted, even if previously used for educational, recruitment, or promotional purposes.


- Wing-level YouTube channels may continue to operate with PAO oversight and adherence to national branding guidelines. **Wing accounts must have a cap.gov email for the account.** Content submissions (videos, shorts, interviews, etc.) may still be created by squadrons, but must be sent to Wing Public Affairs for review and possible publication on the Wing’s official YouTube channel or other platforms.
- **IMPORTANT:** Only the YouTube account owner (or someone with login credentials) can download the content or delete the channel. If the videos are worth preserving, they should be sent to the Wing PAO for possible inclusion in a Wing YouTube channel.
- Option 1: Download Individual Videos (Simple Method)
 - Log in to the squadron’s YouTube (Google) account.
 - Go to YouTube Studio by clicking your profile icon > YouTube Studio.


Civil Air Patrol Georgia Wing
 @georgiawingcap
[View your channel](#)


 Google Account

 Switch account >

 Sign out


 YouTube Studio


- On the left sidebar, click Content.




Your channel

Civil Air Patrol Georgia Wing




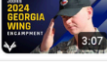
 Dashboard

 **Content**

 Analytics

- Hover over the video you want to download and click the three dots (:).
- Select Download.

Video

<input type="checkbox"/>		Training: Preparing for Wing Capitol Day 6:22 ⋮ Edit title and description Get shareable link Promote Download Delete forever
<input type="checkbox"/>		2024 GAWG Encampment Jodies Some of our favorite staff, squadron and flight Jodies from the 2024 Georgia Wing... 3:07
<input type="checkbox"/>		2024 Georgia Wing Summer Encampment After 9 long months of preparation, encampment staff and students spent all... 10:16
<input type="checkbox"/>		Georgia Wing Encampment Packing List Headed to the Georgia Wing Civil Air Patrol Encampment for the first time? Cadet Chief... 10:08

- Repeat for each video you'd like to save.
- Option 2: Download All Data via Google Takeout (Recommended for Archiving)
 - Option 2: Download All Data via Google Takeout (Recommended for Archiving)
 - Go to Google Takeout: <https://takeout.google.com/>
 - Log in using the squadron's Google account tied to YouTube.
 - Click "Deselect all" (unless you want everything).
 - Scroll down and check YouTube and YouTube Music.

- Click Next Step at the bottom.
- Choose Export once, and select:
- File type: .zip
- File size: (e.g., 2GB, 4GB—choose based on total video size)
- Click Create Export.
- Google will process the request (can take minutes to hours).
- You'll receive an email with a link to download your content when ready.

Note: The Takeout export includes videos, playlists, comments, subtitles, etc. in downloadable formats.

- Delete the Channel: This action is permanent and cannot be undone. Be sure to save/download everything first.
 - Go to <https://www.youtube.com> and log in to the account.
 - Click your profile icon in the top-right corner.
 - Select YouTube Studio.
 - In the left sidebar, click Settings.
 - In the popup window, select Channel > Advanced Settings.
 - Scroll down and click Remove YouTube content.
 - You may be asked to re-enter the account password.
 - You'll be given two options:
 - I want to hide my channel (temporary pause - do not choose this one)
 - I want to permanently delete my content (choose this)
 - Check the confirmation boxes and click Delete My Content.
 - You may be asked to confirm by typing in your channel name or email.

YOUTUBE - WING PAGES - ARCHIVING AND REMOVAL OF DEI CONTENT

4. YouTube - Wing pages - Archiving and Removal of DEI Content

- Follow the steps in Bullet #3 to archive your data on YouTube.
- Scroll through your uploaded videos dating back to January 21, 2021.
- Any uploaded content that includes DEI materials must be deleted.

SMUGMUG - ARCHIVING AND DELETING ACCOUNTS (ALL ECHELONS)

5. SmugMug - Archiving and Deleting Accounts (all echelons)

- Any accounts outside of the national photos.cap.gov account need to be archived and removed.
- **The national photos.cap.gov SmugMug account is the only authorized SmugMug account.**

SMUGMUG - GALLERY REQUESTS (ALL ECHELONS)

6. SmugMug - Gallery Requests (all echelons)

- Go to the Brand Portal or to the homepage on photos.cap.gov to request a gallery. Only the adult PAO may request a gallery using the form. Cadets are not authorized to request gallery creations.

<p>Brand Compliance Review Request that the National MAC team review your plans for compliance with the brand rules.</p> <p>Template Request Voice your thoughts on what templates we should create next.</p> <p>Brand Portal Feedback We appreciate learning how we can improve the brand portal to better cater for our end-users.</p> <p>Photo Galleries (photos.cap.gov) Photos from Civil Air Patrol's events nationwide are compiled into this website.</p> <p>Contact MAC If none of the forms above address your concerns, please send an email to the National MAC team at brand@capnhq.gov.</p>
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- Notes:
 - Chartered Groups - may not request galleries.
 - Wings may request galleries for Conferences, Encampments, and other activities.
 - Encampments may have a folder structure organized by “Day 1,” etc., under the current year.
 - Conferences and other activities will have a folder structure with a single gallery for the event.
 - NCSA galleries will continue to have a folder structure organized by “Day 1”, etc., under the current year.
 - Squadrons and Regions galleries will be universal to all who request them, with three sub-galleries for each year. Do not request additional galleries to be created.
 - Wing Folder
 - Squadron Folder
 - Year
 - Cadet Activities
 - Promotions
 - Other
- All uploaded photos to photos.cap.gov for all echelons will follow these guidelines.
 - No dumping similar images. Select the best image in a series only.
 - Ensure that uniforms are correct and that there are no safety violations in the activities depicted in the photos.
 - The following metadata must be included:
 - Include a sentence in the metadata about the photo.
Example: “Civil Air Patrol members attend a prebriefing before CAP’s annual legislative day, when auxiliary airmen visit members of Congress to deliver CAP’s annual report. The training was held at the Crystal Gateway Marriott in Arlington, Virginia, on February 12, 2025. (Civil Air Patrol photo by Maj. John Doe)”
 - Include Metadata Tags, examples below:
 - Cadet Leadership, Aerospace Education, STEM, Robotics, sUAS, Emergency Services, Fleet, Orientation Flights, etc.

- Do not include a personal copyright on the photo. All photos are the property of Civil Air Patrol.

LINKEDIN - ARCHIVING AND DELETING ACCOUNTS (ALL ECHELONS)

7. LinkedIn - Archiving and Deleting Accounts (all echelons)

- All accounts outside of the national LinkedIn account must be archived and deleted.
- Members are permitted to associate themselves through the national LinkedIn account, but not hold separate organizational accounts for their positions.
- On personal LinkedIn accounts, members may list CAP duty positions under Experience or list CAP under the Volunteering section. Do not use a photo of yourself in a CAP uniform as your profile photo on a personal account.

OTHER PLATFORMS - ARCHIVING AND DELETING ACCOUNTS (ALL ECHELONS)

8. Other Platforms - Archiving and Deleting Accounts (all echelons)

- CAPR190-1 ICL 25-01 11.3.2. *“The core social media platforms authorized for external use include Facebook (pages), X, Instagram, Instagram Threads, YouTube, and SmugMug (at photos.cap.gov only). LinkedIn and Vimeo may only represent the entire organization at the national level. Channels on these platforms will adhere to the brand standards. These authorized platforms have been vetted and approved by CAP/IT for security, CAP/CP for cadet protection, and CAP/PA for brand reputation. No other social media platforms are authorized or approved, unless approved or re-approved after the publication of this ICL by CAP/PA.”*
- All accounts outside of those listed as approved in the ICL need to be archived and deleted, with a compliance date of May 1st, 2025.

WEBSITES - ARCHIVING AND REMOVAL OF DEI CONTENT

9. Websites - Archiving and Removal of DEI Content

- As of the March 17, 2025, release of CAPR 190-1 ICL 25-01, websites must archive and remove all DEI content, with a compliance date of May 1, 2025.
- Once the removal of DEI content is complete, Wing PAOs should contact macstaff@cap.gov to report completion per the guidance emailed with this copy.

REPORTING COMPLIANCE

10. 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

11. 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.