



DEPARTMENT OF THE ARMY
UNITED STATES ARMY GARRISON BAVARIA
UNIT 28130
APO AE 09114

AMIM-BAP-PA (100)

MEMORANDUM FOR All Units and Organizations within the USAG Bavaria Footprint

SUBJECT: USAG Bavaria Policy Memorandum #10, USAG Bavaria Social Media Policy

1. References:

- a. U.S. Army's Social Media Policies and Resources web page
(www.army.mil/socialmedia)
- b. Official Use of Social Media for Public Affairs Purposes, the DoD social media policy
(<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/540017p.PDF>)
- c. AR 360-1, The Army Public Affairs Program
- d. AR 25-13, Army Telecommunications and Unified Capabilities
- e. AR 530-1, Operations Security
- f. DA PAM 25-1-1, Chapter 3, Public Web Site Management

2. Centers, directorates, and units are authorized to create and maintain their own social media presence provided they are in accordance with the requirements established by the Department of Defense, Department of the Army, and this policy memorandum. With this authorization comes many requirements and control measures that must be followed to safeguard Soldiers, Families, and Civilians lives and protect Army Information. Instructions for Commanders, their units, and others within the community are explained in the enclosure to this memorandum.

3. Point of contact for this memorandum can be reached at DSN 526-2001 or usarmy.bavaria.id-europe.list.pao@army.mil.

Encl

A handwritten signature in black ink, appearing to read "S. C. Flanagan".

STEPHEN C. FLANAGAN
COL, SF
Commanding

Enclosure

Subject: Command Policy Letter #10 - USAG Bavaria Social Media Policy

1. Centers, directorates, and units are authorized to create and maintain their own social media presence provided they are in accordance with the requirements established by the Department of Defense, Department of the Army, and this policy memorandum. Directors and Commanders are responsible for content posted to their social media sites. Directors and Commanders may delegate administrative rights to maintain their online presence. While Soldiers and individuals affiliated with the U.S. Army are welcome to participate in social media, it is expected that everyone who participates in the online space understands and follows these guidelines. The overall goal is to participate online in a respectful, relevant way that protects the command's rapport with the public and adheres to the letter and intent of established regulations and other authorities.

2. Guidelines:

a. **Obtain Approval for Social Media Presence.** In accordance with reference d, Commanders of all Army Commands, Army Service Component Commands, and Direct-Reporting Units have the authority to approve the establishment of External Official Presences (EOPS), which includes social media sites. Subordinate leaders must receive approval through their chain of command to establish a social media presence. After creation, submit the social media presence for approval and registration to www.army.mil/socialmedia. Send the link to and information about the social media site to the USAG Bavaria Public Affairs Office (PAO).

b. **Designate Page Administrator(s).** USAG Bavaria directors or supervisors should designate (an) administrator(s) for official public-facing social media pages and submit a list of the designated administrator(s) to the USAG Bavaria PAO. At a minimum, the page administrator(s) assume responsibility for maintaining social media using implementing branding, posting content, monitoring user feedback, and responding to users. Social media page administrators should set posting frequency and engagement strategies based on the overall goals of the page. Page administrators are limited to U.S. Army personnel. Contractors are not authorized to administer official social media accounts.

c. **Complete Training.** Soldiers, Commanders and social media page administrators must complete DoD Cyber Awareness Challenge Training (<https://cs.signal.army.mil>) annually; OPSEC Awareness for Military Members, DOD Employees and Contractors ([OPSEC Awareness for Military Members, DOD Employees and Contractors \(usalearning.gov\)](#)); and OPSEC Level II.

d. **Content Approval.** Release authority is a critical component of maintaining official social media pages. Posting content to social media is authorized at the unit level. Administrators will establish a method of thorough content review before posting anything to a public facing site. This ensures OPSEC, the Uniform Code of Military Justice, information classification levels (Controlled Unclassified Information (CUI)),

Enclosure

Subject: Command Policy Letter #10 - USAG Bavaria Social Media Policy

Confidential, Secret, and Top Secret), the Freedom of Information Act (FOIA), and etc... are not violated. Examples of content that should NOT be posted on official pages include, but are not limited to unit/personnel roster, movement information, and information regarding events or incidents currently under investigation. The USAG Bavaria PAO conducts quarterly reviews of all USAG Bavaria public facing sites. Sites found in violation will be immediately shut down until a full investigation is performed and the Garrison Commander authorizes reactivation of the site.

e. Enforce Operations Security. Security is paramount when it comes to sharing information using online platforms. Any information that may compromise operations security, should not be discussed on social media pages. Page administrators should monitor pages for potential OPSEC violations and determine the best course of action (screen capture and delete content; report violations to USAG Bavaria PAO and the chain of command; educate social media users on what constitutes appropriate posts, etc.).

f. Comply with Established Regulations and Policy. Ensure social media use complies with applicable mandates including (but not limited to):

(1) Department of Defense Directive-Type Memorandum 09-026, and DA CIO/G6 memorandum regarding Responsible Use of Internet-Based Capabilities, outlining DoD and Army wide policy and responsibilities for responsible and effective use of internet-based capabilities, including social media network services (SNS).

(2) The [U.S. Army Social Media microsite](#) providing general guidance on social media use within the Army.

(3) The Hatch Act of 1939 prohibiting members of the military from certain partisan political activities.

(4) The UCMJ, as well as local and Army-wide Standard Operating Procedures, including those relating to records management, operational security, Public Affairs, and information dissemination.

g. Moderate Pages. All discussion boards and comments should be closely supervised by page administrators, but monitoring should be balanced to prevent over-moderation of pages and online exchanges between users – allow users connected to your pages to fight your battles for you, when possible. By their nature they do not officially represent the organization and as such, hold a different level of credibility.

h. Address Negative Comments. Do not ignore negative comments. An open forum comes with a certain risk of negativity and to shy away from it will tarnish credibility. However, responses must be vetted/approved and accurately express the U.S. Army's position without editorializing or straying from the facts. Only delete or block

Enclosure

Subject: Command Policy Letter #10 - USAG Bavaria Social Media Policy

comments or users when a clear pattern of malicious, derogatory behavior is apparent, and/or they violate the terms of participation. Keep a log of all malicious material that has been deleted. Sometimes a private or personal message is the best response, but publicly state that a private response was sent.

i. Be mindful of Copyright, Trademarks, Litigation & Personal Information.

Social media posts and content must respect copyright, privacy, fair use, financial disclosure, and other applicable laws. Always give people or organizations proper credit for their work and make sure you have the right to use something with attribution before you publish it online. Do not publish or report on conversations that are meant to be pre-decisional or internal to the U.S. Army unless permitted by your chain of command. As a standard practice, avoid commenting on legal matters, litigation, or any parties the U.S. Army may be in litigation with. Lastly, always protect sensitive information, such as protected acquisition and personally identifiable information. Questions about the above issues should be directed to your unit's servicing legal office.

j. Register Official Pages. All official U.S. Army social media pages must be registered by submitting links and contact information via the U.S. Army Social Media Directory located at <https://www.army.mil/socialmedia/register>. The U.S. Army's Online and Social Media Division (OSMD) will manually review each submission and publish the sites that adhere to the established guidelines on the Social Media Directory webpage. If OSMD has any issues or questions with link submissions, they will contact the individual who submitted the link(s).

k. Considerations for Social Media Presence. Before establishing an official social media presence, consider the following items:

(1) Categorize as a government page and open to the public.

(2) Include the official, spelled-out unit or organization names and logos on the site (i.e. U.S. Army, U.S. Army Garrison Bavaria, etc.). Acronyms (i.e. JMASC, NCO Academy, CATC, etc.) may be used as long as the full name is clearly defined and discoverable. For example, the Facebook name is "USAG Bavaria"-; and the *About* section name is fully spelled out along with other organizational information.

(3) Include a statement of acknowledgment that the presence is the "official [Facebook, X, or etc...] page of the U.S. Army Garrison Bavaria [official unit or organization name]."

(4) Include "Posting Guidelines" under the "Page Info" tab found in the "About" section on Facebook pages. Use the U.S. Army's Facebook policy as a reference and/or visit the DoD Social Media user agreement at: <http://dodcio.defense.gov/Social-Media/>.

Enclosure

Subject: Command Policy Letter #10 - USAG Bavaria Social Media Policy

(5) Include a link to the USAG Bavaria Facebook page (www.facebook.com/USAGBavaria) and the official public website (home.army.mil/bavaria)

(6) List a valid .mil or .army email as the point of contact for all official social media presences.

(7) Conform all posts by administrators to the public release requirements listed in AR 360-1, Chapter 5 "Release of Information."

(8) Conform all posts/photos/videos posted by administrators to the rules of OPSEC as outlined in AR 530-1. Whenever possible, photos/videos must include the photographer/videographer's name and rank, and the date the media was captured.

(9) Keep all official social media presence recent and up-to-date. Outdated and unmaintained sites reflect poorly on the Army and the unit.

(10) Do not use official social media presences as a place for personal advertisement or endorsement.

(11) Give USAG Bavaria PAO personnel administrator rights for official Facebook pages at USAG Bavaria Garmisch and USAG Bavaria Hohenfels installations to ensure compliance and provide support and back-up for directorate administrators. USAG Bavaria PAO will not manage these social media sites but will only act on them when necessary.

I. Posting Guidelines. Below is a list of recommended rules for public posts on your organization's social media site. It should be explained on the website that posts will be removed if they violate the guidelines listed below:

(1) No graphic, obscene, explicit, or racial comments or submissions. We do not allow comments that are abusive, hateful, vindictive, or intended to defame anyone or any organization.

(2) No solicitations or advertisements. This includes the promotion or endorsement of any financial, commercial, or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial, or non-governmental agency.

(3) No copyrighted or trademarked images or graphics. Imagery posted on any social media wall should be owned by the user.

(4) No comments/photos that suggest or encourage illegal activity or that are not in line with the Army Values.

Enclosure

Subject: Command Policy Letter #10 - USAG Bavaria Social Media Policy

(5) Do not post details about an ongoing investigation or legal or administrative proceeding that could prejudice the processes or interfere with an individual's rights.

(6) Do not post political propaganda.

(7) Do not post lone memes or gifs without providing appropriate context.

(8) No documents of any kind should be posted.

(9) All information posted to social media sites will be unclassified. No CUI, classified, pre-decisional, proprietary, or business-sensitive information should be posted or discussed. Do not post personnel lists, rosters, organization charts or directories. This is a violation of privacy.

(10) You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

(11) The appearance of external links does not constitute an official endorsement on behalf of the U.S. Army or Department of Defense.

3. Useful links.

a. Operations Security Awareness for Military Members, DoD Employees and Contractors: [OPSEC Awareness for Military Members, DOD Employees and Contractors \(usalearning.gov\)](https://www.usalearning.gov/OPSEC-Awareness-for-Military-Members-DoD-Employees-and-Contractors)

b. U.S. Army Social Media Guide: <https://www.army.mil/socialmedia/>

c. DoD Social Media Hub: <http://dodcio.defense.gov/Social-Media>

d. U.S. Army Social Media Directory: www.army.mil/socialmedia/directory

4. Training certificates, authorization memos and questions should be directed to the USAG Bavaria PAO at usarmy.bavaria.id-europe.list.pao@army.mil.