



DEPARTMENT OF THE ARMY  
INSTALLATION MANAGEMENT COMMAND PACIFIC  
HEADQUARTERS, UNITED STATES ARMY GARRISON DAEGU  
UNIT #15746  
APO AP 96218-5746

OCT 26 2021

AMIM-DAG-ZA (1b)

MEMORANDUM FOR ALL PERSONNEL ASSIGNED TO UNITED STATES ARMY  
GARRISON (USAG) DAEGU

SUBJECT: United States Army Garrison (USAG) Daegu Policy Letter #21-17, Social  
Media Policy

1. References:

- a. Department of Defense Instruction 8550.01, DoD Internet Service and Internet-Based Capabilities, 11 September 2012.
- b. Secretary of the Army Memorandum, Delegation of Authority, Approval of External Official Presences, 2 December 2013.
- c. Office of the Chief of Public Affairs Memorandum, Standardizing Official U.S. Army External Official Presences (Social Media) 10 January 2014.
- d. CIO/G6 Memorandum, Responsible Use Internet Capabilities, 25 March 2010.
- e. AR 360-1, The Army Public Affairs Program, 8 October 2020.
- f. The United States Army Social Media Handbook [www.army.mil/socialmedia](http://www.army.mil/socialmedia)
- g. AR 530-1, Operations Security

2. Procedures: To establish requirements and guiding principles for the implementation and effective use of official U.S. Army social media sites (also known as External Official Presences, or EOPs) by IMCOM organizations, and set standards of conduct for participation by personnel on official sites. Partner organizations are invited to participate in this policy. Sharing of administrative/posting rights enhances integration of communications and overcoming continuity issues when staffs are short.

3. Applicability: This policy applies to commanders and Army personnel who are authorized to create and manage official social media sites (e.g. Facebook, Twitter, YouTube, Instagram, etc.) for IMCOM organizations. Everyone is expected to understand and follow this policy and those listed in the references above.

4. Policy: The guidelines set forth in this document help to ensure the official use of social media presences by IMCOM organizations is necessary and effective.

AMIM-DAG-ZA (1b)

SUBJECT: United States Army Garrison (USAG) Daegu Policy Letter #21-17, Social Media Policy

a. EOP administrators are personnel authorized to create and/or maintain official social media sites representing their organization and/or leadership.

b. The garrison/installation PAO, as the lead for integrating communication among all installation partners, will also have administrator access to the EOP.

c. EOP administrators are required to take OPSEC for EOP Operations as well as OPSEC II training.

d. IAW AR 530-1, 2-17, EOP operators must be aware the Army Web Risk Assessment Cell (AWRAC) routinely reviews web and social media content, and be prepared to address any concerns this group brings forward.

e. Per the Secretary of the Army memorandum, "Delegation of Authority- Approval of External Official Presences," (2 December 2013), EOPs are "official public affairs activities." In addition to obtaining required command approval, IMCOM organizations must have concurrence from the PAO in their chain of command to create a new EOP.

f. Release authority is a critical component of maintaining official social media sites. Administrators should screen all information to be posted against the unit Critical Information List (GIL). The GIL is available through the unit Force Protection (FP) or Operations Security (OPSEC) officer and is an unclassified document. Other information that should be avoided in EOP posting is FOUO, FOIA, CUI and other official documents.

g. EOPs are not a place for personal or commercial advertisements nor endorsements. Such activity implies U.S. Army endorsement and should be avoided except by authorized FMWR Marketing EOPs.

5. Proponent: The proponent for this policy is the USAG Daegu Garrison Public Affairs Officer at 763-6512



BRIAN P. SCHOELLHORN  
COL, AR  
COMMANDING

Encl  
EOP Duty Appointment Memo



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AMIM-DAG-ZA (1o)

OCT 26 2021

MEMORANDUM FOR RECORD

SUBJECT: Appointment of Unit External Online Presence Operators

1. References:

- a. AR 360-1, The Army Public Affairs Program, 8 October 2020
- b. AR 530-1, Operations Security, 26 September 2014

2. Effective immediately, the individuals below are appointed as external online presence (EOP) operators on behalf of U.S. Army Garrison Daegu. These individuals are trained in accordance with the references listed above, will adhere to the provisions of the Eighth Army Social Media Oversight order, and have the authority to post and manage official information on my behalf.

<u>NAME</u>	<u>RANK</u>	<u>DEROS</u>
Diehl, Melissa A.	GS-9	06 JUN 2023
Gleeson, Mathew J.	GS-12	11 SEP 2024
Smith, Keith E.	GS-13	13 MAR 2024

3. Purpose: To perform EOP operator functions and duties per references listed.
4. Period: Until officially relieved or released from appointment, or upon transfer.
5. Special instructions: This memorandum is valid for a maximum of one year.
6. The point of contact for this action is USAG Daegu PAO, Mr. Keith Smith at DSN 763-6512 or keith.e.smith91.civ@mail.mil.

BRIAN P. SCHOELLHORN  
COL, AR  
Commanding