



DEPARTMENT OF THE ARMY
U.S. ARMY INSTALLATION MANAGEMENT COMMAND
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IMFD-ZA

JAN 25 2018

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: U.S. Army Garrison Policy Memo # 12 - 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 of Internet Based Capabilities), 25 March 2010.
- e. Army Regulation (AR) 360-1 (The Army Public Affairs Program), 25 May 2011.
- f. The United States Army Social Media Handbook: <https://www.army.mil/socialmedia>.
- g. AR 530-1 (Operations Security), 26 September 2014.

2. Purpose. 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 reinforce and build on the Army Social Media Handbook and help to ensure the official use of social media presences by IMCOM organizations is necessary and effective.

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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. This allows for continuity of operations when staffing is short.

c. EOP administrators are required to take two online courses:
<https://iatraining.us.army.mil> and <http://iase.disa.mil/eta/sns v1/sn/launchPage.htm>.

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 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 (CIL). The CIL 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 and other official documents. Further questions should be directed to the PAO.

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 MWR Marketing EOPs.

5. Proponent. The proponent for this policy is the Garrison Public Affairs Officer.

6. Effective Date. This policy becomes effective immediately upon signature.


SCOTT M. HALTER
Colonel, AV
Commanding

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