



DEPARTMENT OF THE ARMY
HEADQUARTERS, 10TH MOUNTAIN DIVISION (LIGHT) AND FORT DRUM
FORT DRUM, NEW YORK 13602-5468

AFDR-CG

5 March 2018

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Installation Policy Memorandum #17-21, Social Media Use

1. References:

- a. U.S. Army Social Media webpage: <https://www.army.mil/socialmedia/>
- b. ALARACT 289/2013 – Army OPSEC Training for External Official Presence (EOP) Sites Operators
- c. ALARACT 075/2017 – Professionalization on Online Conduct
- d. AR 600-20, Army Command Policy, 6 November 2014
- e. DoD Directive 1344.10 – Political Activities by members of the Armed Forces, 19 February 2008
- f. Army Public Affairs Guide to Countering Online Imposters of Army Senior Leaders, March 2014

2. Supersession: This memorandum supersedes and replaces all previous Social Media Use Installation Policy Memorandums.

3. Purpose: This memorandum serves two purposes:

- a. To remind personnel of their responsibility to follow Army policies using social media sites and to notify users of possible consequences for the content they post online.
- b. To provide guidance and establish policy to standardize 10th Mountain Division (LI) and Fort Drum unit social media sites. The guidance applies to all assigned unit social media site administrators..

4. Applicability: This policy applies to all personnel and media site administrators who are assigned, attached or work with the 10th Mountain Division (LI) and Fort Drum (Service Members and DoD Civilians), including all personnel using DoD internet capabilities and DoD internet capable devices. There are two primary types of social media users subject to this policy:

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a. Personnel: Any individual, defined above, who has a social media account and/or updates their personal content to include, but not limited to text, video, or photographs.

b. Administrator: Any person who manages unit, organization, or agency social media sites by updating content to include, but not limited to text, video, or photographs.

5. General: All 10th Mountain Division (LI) and Fort Drum Personnel:

a. The Army Values apply to all aspects of our life, including online conduct. Harassment, bullying, hazing, stalking, discrimination, retaliation, and any other type of misconduct that undermines dignity and respect are not consistent with Army Values and negatively impact command climate and readiness, and are punitive

b. Personnel may engage in political activity on social media, however, their engagement is limited by Department of Defense Directive 1344.10, Political Activities by Members of the Armed Forces and the Hatch Act that limit certain political activities of personnel. In general, all personnel may use social media and email and comply with both guidelines if they remember the following guidelines:

(1) Do not engage in political activity while on duty or in the workplace. Personnel are "on duty" when they are in a pay status, other than paid leave, representing the government in an official capacity, or during telecommuting hours.

(2) Do not engage in political activity in an official capacity at any time.

(3) Do not solicit or receive political contributions at any time.

c. Service Members and DoD Civilians are required to complete DISA Social Networking Class within 30 days of in processing:

https://iatraining.disa.mil/eta/disa_sn_v21_fy17/launchPage.htm

d. Service Members and DoD Civilians are encouraged to visit and read the Overview and Soldiers and Families tab on the Army Social Media webpage <https://www.army.mil/socialmedia/> and Social Media Tips for Personal Pages (encl 1).

6. All 10th Mountain Division (LI) and Fort Drum unit social media site administrators must adhere to the following criteria:

a. Unit social media site administrators are required to take the OPSEC for External Official Presences (EOP) course on the U.S. Army Information Assurance Virtual Training website: <https://iatraining.us.army.mil/> and the DISA Social Networking Class. Additional social media direction will be provided from the Public Affairs Office.

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b. Brigade and Major Subordinate Command PAOs will provide a list of their unit social media site administrators and social media platform accounts to the 10th Mountain Division (LI) Public Affairs Office. The names and accounts will be updated and maintained on the 10th Mountain Division/Fort Drum Public Information Platforms spreadsheet.

c. Unit social media site administrators will comply with the guidance provided on the U.S. Army Social Media webpage [<https://www.army.mil/socialmedia/>] and the Social Media Tips for Unit Organizational Pages (encl 2).

d. Each unit/organization PAO will provide their immediate higher command PAO, administrator access to their social media platforms to ensure OPSEC violations are immediately handled and units always have access to accounts despite PCS/ETS or deployment.


e. Conduct routine scans of social media platforms to identify impersonations for fake unit or leadership pages or accounts.

7. The Senior Commander encourages all 10th Mountain Division (LI) and Fort Drum personnel to tell the Army story and is not prohibiting or limiting responsible use of social media.

8. Provisions of this policy are punitive. Service Members that violate this policy may be subject to UCMJ and/or administrative action. DoD Civilian Personnel that violate this policy may be subject to disciplinary action.

9. Point of contact for this memorandum is the Public Affairs Office at (315) 772-7634.

Encls
Social Media Tips for Personal Pages
Social Media Tips for Unit
Organizational Pages


WALTER E. PIATT
Major General, USA
Commanding

DISTRIBUTION: A

Social Media Tips for Personal Pages

Soldiers are encouraged to have a social media presence and should feel free to express themselves as part of their First Amendment right. However they must understand they are required to conduct themselves accordingly, be mindful of OPSEC and they are subject to UCMJ at all times.

- You are personally responsible for what you say and post on social networking services and any other medium.
- Any time you engage in social media, you're representing the Army. Don't do anything that discredits you or your service. Don't post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, racially or ethnically hateful or otherwise offensive or illegal information or material.
- Consider how a post can be interpreted by the public. Be cautious about crossing the line between funny and distasteful.
- Commenting, posting or linking to material that violates the UCMJ or basic rules of Soldier conduct is prohibited.
- Don't post classified, sensitive or For Official Use Only information (for example, troop movement, force size, weapons details, etc.). If in doubt, talk to your supervisor or security manager.
- Deployed Soldiers are not to use location-based social networking services such as geotagging.
- Monitor your page and make sure others are not posting about or commenting on sensitive information in comments to your posts.
- Maintain appropriate communication and conduct with officers and enlisted personnel, peers, superiors and subordinates (to include civilian superiors and subordinates).
- Don't post any information that would infringe upon the proprietary, privacy or personal rights of others.
- It is prohibited to use rank, job and/or responsibilities in order to promote yourself online for personal or financial gain.
- Don't use your military affiliation, official title or position to promote, endorse or benefit yourself or any profit-making group or agency. For details, refer to the Code of Federal Regulations, Title 5, Volume 3, sec. 2635.702, Use of Public Office for Private Gain, in the Joint Ethics Regulation.

- Never accept a friend request from a person you do not know, even if it is a friend of a friend.
- Don't post anything on your social media page that will bring unwanted attention from "violent extremists" or would help extremist learn individual service members identities.
- Don't use any words, logos or other marks that would infringe upon the trademark, service mark, certification mark or other intellectual property rights of the owners of such marks without owner permission.
- If you have doubts about whether you should post something, err on the side of caution. If you have questions or concerns, discuss the proposed post with your supervisor or your local public affairs office.
- It is not appropriate for media members to solicit opinions or official quotes through social media without first working through public affairs. If contacted by the media, do not respond and contact your unit Public Affairs Officer.
- All federal employees may not:
 1. Use a social media account in your official capacity to engage in political activity at any time (but including your official title/position on a social media profile is allowed)
 2. Tweet, retweet, share, or like a post or content that solicits political contributions at any time
 3. Like or follow the social media page of a candidate for partisan office or partisan group while on duty or in the workplace
 4. Engage in political activity via social media while on duty or in the workplace

Social Media Tips for Unit Organization Pages

- Make sure all content is approved by the commander or the organization's release authority prior to posting.
- Make sure all content is posted in accordance with organization public affairs guidance and Army regulations.
- Monitor your social media presence and make sure users are not posting about or commenting on sensitive information.
- Commenting, posting or linking to material that violates the UCMJ or basic rules of Soldier conduct is prohibited.
- Deployed Soldiers are not to use location-based social networking services such as geotagging.
- Become familiar with the terms of service and privacy policy for social media sites you are in charge of.
- Never accept a friend request from the organization's admin page.
- OPSEC and personal privacy concerns should be paramount when using social media. Review wall posts frequently and remove posts that violate OPSEC, unit social media policy or personal privacy.
- Make sure you keep your social media presences active. A stagnant social media presence is an ineffective social media presence.
- It is important to understand Army social media policy. Additional Army social media resources can be found at www.slideshare.net/USArmySocialMedia.
- It is prohibited to use rank, job and/or responsibilities in order to promote yourself online for personal or financial gain.
- When using Army branding on social media sites, it is important to use the correct colors, tagline and imagery. The U.S. Army Brand Portal (www.usarmybrandportal.com) provides brand elements such as Army logos and released Army photography.

References:

Army Social Media Handbook
U.S. Army OPSEC and Safe Social Networking brief
ALARACT 421/2011 – Army OPSEC Training for External Official Presence (EOP) Sites Operators