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AMIM-FJG-PA (360-1f)

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MEMORANDUM FOR

Commanders, All Units Reporting Directly to US Army Training Center and Fort Jackson
Commander, Fort Jackson Partners in Excellence
Directors and Chiefs, Staff Offices, US Army Training Center and Fort Jackson

SUBJECT: Fort Jackson Policy Memorandum #34 - Social Media Policy and Procedures

1. References:

- a. Secretary of the Army Memorandum - Delegation of Authority - Approval of External Official Presences, 2 December 2013
- b. CIO/G6 Memorandum, Responsible Use of Internet Based Capabilities, 2010
- c. Department of the Army Memorandum Standardizing official U.S. Army external official presences, December 2012
- d. Army Regulation (AR) 530-1 (Operations Security)
- e. AR 360-1 (The Army Public Affairs Program)
- f. Department of Defense Directive (DoDD) 5230.9 (Clearance of DoD Information for Public Release)
- g. DoDD 5500.07 (Ethics and Standards of Conduct)
- h. Department of Defense Instruction (DoDI) 5400.17, Official Use of Social Media for Public Affairs Purposes
- i. DoDI 8170.01, Online Information Management and Electronic Messaging
- j. Department of Defense (DoD) Joint Ethics Regulation
- k. U.S. Army Training and Doctrine Command (TRADOC) Social Media Policy Memorandum
- l. ALARACT 073/2022 Army Social Media Policy, 27 Oct 2022

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2. Purpose: To establish regulatory guidance to ensure compliance with DoD and Army regulations and to standardize all United States Army Training Center and Fort Jackson (USATC&FJ) external official presences (EOPs). EOPs include all public facing social networking sites, multi-media sites, blogs, and wikis. Platforms include but are not limited to Facebook, Twitter, LinkedIn, YouTube, Vimeo, Instagram, Snapchat, Flickr, Reddit, and Pinterest.

a. Social media communication provides the opportunity to communicate directly to the public. Fort Jackson uses EOPs for the sake of transparency and to disseminate information to relevant audiences.

b. Mismanagement of social media compromises Fort Jackson's relationships and reputation with interagency, national, state, local and organizational entities. Fort Jackson social media content can be consumed by any audience, intended or unintended, foreign or domestic.

c. All Fort Jackson commanders, public affairs officers, and social media managers should understand that even the smallest or newest official account will be interpreted as a representative of Fort Jackson, the Army, and the whole of DoD.

d. DoD personnel may establish accounts for personal, non-official use in accordance with DoDI 8170.01. Personal accounts may not be used to conduct official Fort Jackson communications, unless by exception identified in paragraph 3.26.a of DoDI 8170.01. Fort Jackson personnel must ensure that their personal social media accounts avoid use of DoD titles, insignia, uniforms, or symbols in a way that could imply DoD sanction or endorsement of the content. Where confusion or doubt is likely to arise regarding the personal nature of social media activities, personnel are encouraged to include a disclaimer clarifying their social media communications reflect only their personal views and do not necessarily represent the views of their agency or the United States government.

3. Policy:

a. In accordance with the delegation of authority memorandum (referenced above), units, directorates, and offices are authorized to establish EOPs. Fort Jackson senior commander has authorized the use of EOPs for battalions and above. Units/organizations are authorized to utilize EOPs on approved social media platforms to publish information via unit social media accounts. Company-level social media accounts are not authorized for EOP use.

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b. A new EOP can only be created by a unit after consultation and coordination with the Fort Jackson Public Affairs Office (PAO).

c. Official organizational accounts communicate on behalf of a DoD component or program, and are representative of the U.S. Army, DoD, and federal government digital presence for public information (e.g., @FortJackson, @369thAGBn). Organizational accounts are communication platforms and managed by a team that has access to the account to publish content that supports a commander's communication plan.

d. Official institutional accounts are associated with an official position title (e.g., @FortJacksonCG, @RockForceBnCmdr) and are not associated with a personal name. These accounts are managed by the individual in the position in coordination with Fort Jackson (PAO).

(1) When the official vacates the position, social media managers will either transition the account to the incoming official or archive the account.

(2) The outgoing official is prohibited from maintaining the account or transitioning it to a personal account.

(3) Incoming officials cannot convert a personal account to an official institutional account.

e. Unit Soldier and Family readiness group (SFRG) may establish an unofficial presence with the approval of their command. It is possible the unit's official page also serves the dual purpose as a platform for its family readiness group to disseminate information, however, if the command elects to have separate pages, it must adhere to the same standards. SFRG accounts can be set up as either open or closed groups; however, they must not exclude any member of the SFRG's parent unit. Content created or shared through SFRG sites must be approved by the unit's release authority.

4. Fort Jackson EOPs, must adhere to the following standards:

a. EOPs should be categorized as a government page, labeled as official, and be public.

b. Branding (official name and logos/insignia) across all social media platforms (i.e., Facebook, Twitter, Instagram) should be uniform. Fort Jackson branding can be found on SharePoint: <https://home.army.mil/jackson/index.php/about/branding-library>.

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c. Each unit and organization that maintains one or more social media sites must ensure that only one site is created per platform (i.e., a unit may have separate Facebook, Twitter, and Instagram accounts, but it may not have multiple Facebook accounts). A unit's SFRG social media sites are considered separate from the unit sites for this standard.

d. Facebook pages must include "posting guidelines" and "general information." Use the Army's Facebook rules of engagement (<https://www.facebook.com/USArmy>) as a reference and/or visit the Department of Defense Social Media User Agreement at: <https://www.dodig.mil/Disclaimers/Social-Media-User-Agreement>.

5. Commanders must ensure that all EOPs are appropriately resourced with both material and human resources.

a. All EOPs must be managed with federal government resources, including time, manpower, and equipment.

b. There must be a primary and secondary social media manager assigned for unit EOPs. It is recommended that no more than six social media managers are assigned for each unit.

c. All social media managers must meet the following requirements:

(1) Be a Soldier or DA Civilian.

(2) Have an appointment letter from the unit commander authorizing them for the role.

(3) Be granted release authority from the unit commander.

(4) Complete operations security awareness for military members, DoD employees, and contractors.

(5) Complete operations security level II certification.

(6) Complete Fort Jackson social media administrator training.

(7) Complete any additional required training.

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- (8) Sign a social media acceptable use agreement.
 - (9) Create a separate account on the EOP platform using a ".mil" email address.
 - (10) Social media managers are prohibited from using a personal social media account to manage an EOP.
- d. Use of personal equipment to post or engage on an EOP is prohibited. Individuals may use personal cell phones to take pictures or videos but must transfer them to a government-issued device to login and publish content to the EOP.
- e. Page's activity must be consistent and current. Unit approval for an EOP is conditional to the unit having enough content for regular communication and interaction.
- (1) Most recent posts must not be older than one month.
 - (2) Direct messages sent to the unit EOP must receive a response within a reasonable amount of time, typically 24-48 hours.
 - (3) Comments from the public on social media posts require regular moderation and response if necessary.
 - (4) Step-by-step instructions on how to set up pages can be accessed by visiting: <https://www.army.mil/socialmedia/managers/>.
6. All EOPs will adhere to the following regulatory guidelines:
- a. EOP content will be 100 percent accurate in fact and intent.
 - b. Messages and materials protected by law such as graphics, pictures, video, and illustrations used will comply with relevant intellectual property laws, policies, and guidance. Visual information (i.e., still and video imagery) produced in a personal capacity but provided to a media outlet, organization, public website, family, or friends, whether in hard copy or electronic form, is also subject to DoD and Army policy.
 - c. Commanders and directors are accountable and responsible for quality assurance of EOPs conducted under their purview and for ensuring that the implications of their actions beyond the intended audience are addressed. Commanders, directors,

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and leadership at all levels are responsible for educating and training their personnel on security, OPSEC, and network assurance measures to mitigate threats. Commanders and directors shall ensure subordinates are aware that, in accordance with DoDD 5230.9 and the Joint Ethics Regulation DoD 5500.7-R, unofficial personal social media accounts may not be created or maintained during normal duty hours and may not contain information on military activities that is not available to the general public. (This type of information includes comments on daily military activities and operations, unit morale, results of operations, status of equipment, and other information that may be beneficial to adversaries).

d. Individuals are accountable and responsible for quality assurance of material they post to social media in their official capacity. Additionally, they are accountable for the misuse of official information they improperly post in their non-official capacity.

e. Page administrator will schedule all content to publish via the platform's scheduling feature. Content will be reviewed by no less than two individuals to ensure the scheduled post is void of grammatical errors, misspellings, and inaccurate information.

7. EOP access policy management and moderation of EOPs should be accomplished with a clear understanding of the policy. EOPs will adhere to the following:

a. Password protected administrative role access to EOP will be treated as personally identifiable information. Individuals granted access to EOP will have two-step authentications activated when accessing a Fort Jackson EOP.

b. Access and full administrative role rights to the EOP will be granted to the following individuals for the purpose of EOP access control, page review, oversight, and transparency:

(1) Fort Jackson PAO

(2) Fort Jackson Public Affairs Social Media Manager

(3) Fort Jackson Public Affairs Community Relations Officer

(4) Fort Jackson Public Affairs Command Information Chief

(5) Fort Jackson Public Affairs Media Relations Officer

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c. In the event of crisis communication (accident or death of a trainee or Soldier), access to the EOP will be restricted to all outside of the Fort Jackson PAO.

(1) Fort Jackson PAO will maintain sole control of the affected unit's EOP until approved official communication has been published to the directly affected organization's EOP. Role access will be restored to the organization once all approved official communication has been published by the Fort Jackson PAO.

(2) Units indirectly affected by the accident/incident shall not publish information relating to or referencing the accident/incident. External units will only share the approved official message(s) from the directly affected unit's page to provide a link to the original accident/incident without adding to or subtracting from the approved message. The external unit may share messages of condolences and support by adding this message to the caption of the message shared from the directly affected unit/organization's page.

d. Partial administrative role access to the EOP shall be granted to the commander, command sergeant major, and DA Civilian for the purpose of ensuring page compliance with AR 360-1, maintaining the organization EOP access roster, page review, oversight, and transparency. Once an EOP administrator leaves the unit the Fort Jackson social media manager will be immediately informed so they can be promptly removed from their roles on the EOP.

e. Organization editor role access to the EOP will be granted to the following individuals:

(1) One primary and one secondary social media admin within the organization.

(2) Additional individuals within the unit or subordinate units.

(3) Individuals publishing content to the EOP must have completed all required EOP training (In accordance with AR 360-1, DoDI 5400.17 and section 5) and have appointment orders from the battalion commander or above.

f. EOP administrators will keep a continuity book that is updated regularly. At a minimum the continuity book will include roster of unit EOP operators and (if applicable), EOP operators of subordinate units. This roster should include name, contact info, date access given, and date removed. EOP orders and training will be included.

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8. Content and activity on EOPs must conform to Army and DoD regulations, including but not limited to the following:

a. EOPs will not divulge or discuss classified information or vulnerabilities, always keeping OPSEC in mind. Information found in the open source does not necessarily make it unclassified. If you know it is classified by another source, you cannot confirm or deny the validity of the information. It is the personal responsibility of Soldiers, DA Civilians, and DoD contractors to ensure that any personal websites and blogs do not contain un-releasable information.

b. Comments will not discuss military operations being planned or executed, nor contain tactics, techniques, and procedures (TTP) that have not been publicly released through appropriate release channels.

c. Social media administrators will not post derogatory information that could serve to embarrass Fort Jackson, IMCOM, TRADOC, the Army, the DoD, or the U.S. government.

d. Social media administrators will not post content with political bias or that could be construed to advocate for a political party.

e. Social media administrators will under no circumstances release imagery - digital, still, or video - of deceased, wounded, hospitalized, or detained personnel. Social media administrators will not release images of battle-damaged vehicles or equipment damaged by improvised explosive devices (IEDs), direct enemy contact, or any other damages caused by enemy action. This policy includes photo illustrations or other edited photographs. Editing must comply with DoD 5040.5.

f. Social media administrators will not violate the Uniform Code of Military Justice, the Hatch Act (political activity), or the Joint Ethics Regulation, DoD 5500.7-R, and may not have an adverse effect on duty performance or the authorized functions of DoD.

g. Linking and sharing from external sources must comply with DoDI 5400.17.

(1) Content and hyperlinks may only be shared to information or services related to the performance of the unit's function or mission. Any links from an official social media account must comply with DoDI 8170.01, section 3.20.

(2) Fort Jackson cannot endorse, sponsor, or advertise on behalf of another

non-government service, facility, event, or product. The use of external links on official accounts may be interpreted as government endorsement or provide an incorrect interpretation of DoD policy, position, or message. Social media managers of EOP must assess the information value before sharing an external link. All content linked must be true and factual.

(3) When external links to non-US government websites are posted on EOPs, the following disclaimer must appear in the post: "The appearance of external hyperlinks does not constitute endorsement by the DoD of the linked websites, or the information, products, or services contained therein. Other than for authorized activities, such as military exchanges and Family and Morale, Welfare and Recreation sites, the DoD does not exercise any editorial control over the information you may find at these locations."

(4) Social media managers will not direct users to paid sites or subscription service.

(5) Units may share content found on DoD-registered, public-facing websites and social media platforms without formal coordination.

h. EOPs will not operate for commercial gain and will not promote, endorse, or sponsor financial or other interests of commercial or non-government entities, or any private individual, or give the appearance of doing so. Army employees will not officially endorse, or appear to endorse, membership drives or fund-raisers for any non-federal entity.

i. Questions concerning the sensitivity of information should be submitted for OPSEC and PAO review prior to release or posting. Once information is released, it is irretrievable. Personnel cannot release information on the internet to target only certain audiences without making it available to all audiences; EOP content providers should remember to only post what they don't mind everyone viewing.

9. In accordance with DoDI 8550.01- Internet services and internet-based capabilities, EOPs must be registered on the external official presences list, maintained by the assistant secretary of defense for public affairs. The U.S. Army Office of the Chief of Public Affairs' policy mandates all organizations, brigade level and above, to register their social media accounts. Social media managers will ensure their existing EOPs and any new EOPs are appropriately registered with both the DoD and U.S. Army. Brigade/garrison and higher are the only organizations authorized a PAO with release authority and understanding of OPSEC/SAPP/PII/HIPAA/Hatch Act review.

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10. All EOPs will take precautions against spam and fake links. When spam and fake links are located on the EOP, they are to be reported to the platform, account blocked, and posts/comments hidden.

11. PII will be safeguarded to the maximum extent possible. Office phone numbers and generic email addresses must be used for contact information on EOPs instead of personal emails and phone numbers.

12. Nothing in this policy memorandum supersedes DoD or Army regulation.

13. Additional requirements and rules governing social media conduct, both official and personal exist outside the scope of this policy memorandum and can be found in AR 360-1 and DoDI 5400.17.

14. Point of contact is Nathan Clinebelle, Fort Jackson Social Media Manager, at nathan.w.clinebelle.civ@army.mil, and Robert Timmons, Chief, Command Information at robert.k.timmons2.civ@army.mil.



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