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US ARMY INSTALLATION MANAGEMENT COMMAND  
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AMIM-KNG-PA (100)

11 February 2026

MEMORANDUM FOR

Commanders, All Units Reporting Directly to this Headquarters  
Directors and Chiefs, Staff Offices/Departments, this Headquarters

SUBJECT: Garrison Policy Memo No. 2 – Fort Knox Garrison Social Media Use.

1. References:

- a. Army Directive 2025-25 (Streamlining and Clarifying Army Social Media Use for Organizations)
- b. Army Regulation (AR) 360-1, (The Army Public Affairs Program)
- c. Department of Defense (DoD) Instruction 5400.17 (Official Use of Social Media for Public Affairs Purposes), 12 August 2022, incorporating Change 2, effective 14 February 2025

2. Purpose: This policy established how official Fort Knox Garrison social media platforms will be used; what types of content will be prioritized; what requests will and will not be supported; and what communication methods directorates, offices and programs should use to effectively reach their intended audience.

3. Background:

- a. Per the referenced directive, all Garrison social media “sub-accounts” (e.g., program-specific pages for directorates, offices and sections) are to be deactivated. This action does not apply to Non-appropriated Fund (NAF) organizations such as DFMWR.
- b. The Army’s intent is to streamline social media to improve message synchronization, reduce institutional risk, and strengthen the Army’s primary communication platforms.
- c. This consolidation centralizes public-facing social media responsibility with the Fort Knox Garrison Public Affairs Office. The following strategy addresses the operational realities of this shift, ensuring our flagship accounts remain relevant, engaging and effective tools for community information and emergency communication.

#### 4. Guiding Principles:

a. Strategic alignment: All content must align with the Garrison Commander, Senior Commander and higher headquarters' priorities and the strategic mission of Fort Knox.

b. Audience first: We will prioritize content that is relevant, timely and engaging to the broad, diverse audience of the entire Fort Knox community. We must protect our followers' trust and attention by providing value, not volume.

c. Protect the platform: Social media algorithms penalize low-engagement content. To ensure our messages have maximum reach, especially during emergencies, we must avoid diluting our flagship accounts with niche content that weakens algorithmic performance.

d. Resource management: This strategy is designed to be executable within current Fort Knox Garrison Public Affairs Office manning. It centralizes authority and streamlines workflow to create efficiency, not constant friction between PAO and directorates, offices and programs.

5. Content Submission and Prioritization. The removal of program-specific accounts does not eliminate the need for information dissemination; it redirects the workflow. The following is the system used to determine what type of content will be posted to social media. It does not include every scenario. The Fort Knox Garrison Public Affairs Office will have final authority on all content posted to Garrison flagship accounts.

##### a. Content that will be considered for posting:

(1) Priority 1: Urgent and high impact – Information critical to the entire installation community.

(a) Installation services closures and delays

(b) Gate, road, housing, school or service impacts affecting large populations

(c) Emergency notifications (weather, active threat)

(d) Major policy changes affecting the entire workforce/community

(e) Significant quality-of-life announcements

(f) High-visibility command messages

(2) Priority 2: Strategic and community-wide – Content that tells the Fort Knox story and is relevant to a large segment of our audience.

(a) Content that showcases Soldier or civilian personnel or missions with broad appeal

(b) Major community events (e.g., holiday tree lighting, installation-wide festivals)

(c) Significant program successes that have broad appeal

(d) Seasonal or recurring safety/awareness campaigns

b. Content that will not be supported on social media:

(1) Program-specific and niche: Information that may be important but relevant only to a small, self-selecting audience. Note that posting such items would also reduce overall engagement, diminish the effectiveness of the platform, and create an unsustainable workload for the Fort Knox Garrison Public Affairs Office.

(a) Office hour changes

(b) Routine program flyers

(c) Program reminders or recurring administrative notices

(d) Training announcements for limited audiences

(e) Hiring flyers or job postings

(f) Events hosted by individual offices with narrow participation

(g) Internal staff notifications

(h) Information primarily affecting a small or targeted group

(i) Requests that are as/more effectively communicated through other measures (e.g., email, My Army Post App)

(j) Internal office awards

6. Alternative Communication Channels. The Garrison social media pages cannot become a simple bulletin board, as this would render them ineffective. Directorates, offices and programs should actively use the following channels, which are often more effective for targeting specific audiences.

a. Fort Knox All (KNOXINFO): The primary tool for reaching the entire Fort Knox military and civilian workforce with official announcements, administrative updates and information pertinent to government employees.

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b. My Army Post App. A key resource for hosting information on services, hours and events.

c. Marquees and digital signage: For promoting events and sharing information in high-traffic areas.

d. Directorate/program-level communication: Direct email, internal newsletters and information handouts remain effective tools for communicating with your specific, established audiences.

e. Fort Knox website: A key resource for hosting information on services.

#### 7. Submission Process for Social Media Requests:

a. To submit a request for social media consideration, contact the Fort Knox Garrison Public Affairs Office with all necessary information, including intended audience, explanation of why it is believed that social media is the appropriate platform, required timeline and any photos or videos to accompany the post.

b. The Fort Knox Garrison Public Affairs Office is the approval authority for what content is posted to official Garrison social media platforms, how content is presented and when content is posted. Not all requests will be approved for social media and declined requests are not a reflection of importance, but of communication effectiveness.

8. Strategic Purpose. This policy is designed to balance the requirements of the Army's directive with the practical need to communicate effectively with our installation community. It empowers the Fort Knox Garrison Public Affairs Office to be the strategic manager of public communication, ensuring our primary communication platforms are strong, trusted and ready to serve when it matters most. Everyone's cooperation in the Garrison is essential to this effort.

9. The proponent for this policy is the Fort Knox Garrison Public Affairs Office at 502-624-4985 and [usarmy.knox.id-training.mbx.pao@army.mil](mailto:usarmy.knox.id-training.mbx.pao@army.mil).

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