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UNITED STATES ARMY INSTALLATION MANAGEMENT COMMAND
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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Command Policy Memorandum #6, Presidio of Monterey Website and Social Media

1. References: (References can be found at the Presidio of Monterey Public Affairs Social Media Library):

- a. The United States Army Social Media Handbook, April 2016.
- b. Department of Defense (DoD) Instruction Number 8550.01: DoD Internet Services and Internet-Based Capabilities, 11 September 2012.
- c. Department of the Army (DA) Office of the Chief of Public Affairs Memorandum, standardizing official U.S. Army external official presences (social media), 01 November 2010.
- d. Secretary of the Army Memorandum – Delegation of Authority – Approval of External Official Presences, 02 DEC 2013.
- e. CIO/G6 Memorandum, Responsible Use of Internet Based Capabilities, 2010.
- f. AR 360-1, The Army Public Affairs Program, 25 May 2011.
- g. AR 530-1, Operations Security (OPSEC), Chapter 4-2, 26 September 2014.
- h. DA PAM 25-1-1, Chapter 3, Public Web Site Management, 25 June 2013.
- i. AR 25-1, Army Information Technology, 25 June 2013.
- j. AR 25-2, Information Assurance, 24 October 2007.

2. Purpose. Provide guiding principles for the effective use of public-facing websites and social media platforms at the Presidio of Monterey (POM) Garrison. This policy memorandum is for organizations within the command who currently have or plan to administer websites and social media platforms. It is not a directive to create or participate in websites or social media platforms. This policy memorandum is not intended to be an exhaustive guide. Army personnel and organizations have a responsibility to know and follow all Army and Department of Defense regulations and

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guidance before participating in any external official presence activity. Most, but not all, are listed above in References.

3. Applicability. This policy is applicable to all United States Army Garrison (USAG) POM directorates and personnel responsible for establishing/maintaining an official web presence or social media platform, with the exception of Directorate of Family and Morale, Welfare, and Recreation, (DFMWR). The Presidio of Monterey website, <https://home.army.mil/monterey/index.php>, is used to communicate information worldwide, but is primarily intended for the military community. The website relays information to the public. It is controlled, published and monitored by the POM Garrison Public Affairs Office (PAO).

4. Proponent. The Public Affairs Officer is the proponent for this policy at 831-242-5555.

5. General. POM Garrison organizations, directorates, and units are authorized to create and maintain their own websites and social media platforms (with Garrison Commander approval) provided they are in accordance with the requirements established by the Department of Defense, Department of the Army, and this policy memorandum. Directors and commanders are responsible for content posted to their websites and social media platforms. Directors and Commanders may delegate administrative rights for the maintenance of their online presence. POM PAO must be notified of Garrison organization, directorate and unit websites and social media platforms. While Soldiers and individuals affiliated with the U.S. Army are welcome to participate in websites and social media platforms, it is expected that everyone who participates in the online space understands and follows these guidelines. The overall goal is to participate online in a respectful, relevant way that protects the command's rapport with the public and adheres to the letter and intent of established regulations and other authorities.

6. Website guidelines.

a. Goal. The aim of the POM website is to serve as an online brochure for Garrison services and resources.

b. Crisis Communication. The POM Facebook page, Twitter account, and AtHoc Mass Notification Messaging will be used as the primary method of communication in the event of a crisis. A crisis is defined as a serious accident or incident that could attract considerable media attention and be of significant interest to our Service Members, Civilians, and Family members. This includes events involving potential death or serious injury, potential environmental damage or hazardous-material release (for example, oil and fuel spills), hostage situations or terrorist events, major accidents involving significant loss/damage to equipment, or resulting in serious injury, or a recognized cyber-attack.

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c. Updates. The POM website will be updated as needed, usually on a periodic, planned schedule for routine changes. Only the Featured Content and Latest POM News Stories sections will be updated weekly. Critical updates can be performed on-demand.

d. Criteria. The official POM website will only house official, unclassified information intended for public release that meets minimum requirements of AR 360-1, AR 25-1 and all other applicable DoD and DA regulations and guidelines.

e. Commercial Advertising. In accordance with AR 360-1, advertisements for commercial sales and businesses will not be posted on the website and paid advertising to boost engagement will not be used on social media platforms. (Marketing/advertising activities are governed by non-appropriated fund regulations.)

f. Web Browser. In accordance with AR 25-1, sites will not be designed for any specific web browser. Sites should also be friendly to various devices (e.g. desktop computers and mobile devices).

g. Web Content. PAO will invite Subject Matter Experts (SMEs) within garrison directorates and organizations to submit proposed content for the official POM website. SMEs will need to work closely with the PAO webmaster to maintain all applicable website information.

h. Public Content. PAO has sole discretion on what content submitted by garrison directorates is appropriate for the public website. Content submitted to PAO that is deemed not appropriate for the public website can be made available via non-public, For Official Use Only (FOUO) or secure Knowledge Management portals (e.g., Army Knowledge Online, SharePoint).

i. Location. All POM website content will be housed on the local Network Enterprise Center's web servers.

j. Design. The website will be designed in accordance with applicable DoD, Army and Installation Management Command (IMCOM) design standards. The home page will display the IMCOM/Presidio crest.

k. Hyperlinks. The PAO webmaster will check hyperlinks throughout the website periodically to ensure they are functional and go to the correct locations. The appearance of hyperlinks to external sites does not constitute endorsement by POM or the Department of the Army of the linked website or the information, products or services contained therein. For other than authorized activities such as military exchanges and Morale, Welfare and Recreation sites, the Department of the Army does not exercise any editorial control over the information you may find at these locations. Such links are provided consistent with the stated purpose of this DoD website.

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l. Graphics. Raster/pixel-based images, graphics and photographs must be 72 dpi/ppi and at web-friendly sizes before being placed in a web page to reduce server bandwidth requirements and improve load times for users. Images, text, video, audio files used in social media or on websites must comply with copyright and related laws contained in Title 17 USC and other federal policies and directives. Non-DoD owned or created images that have a copyright should not be posted to the website without the express, written permission of the copyright holder. Photos in social media or on the website will not be geo-tagged or be embedded with any location identification.

m. Content. Public Affairs will review, approve for public release, and publish approved content on the official garrison website. A PAO specialist designated by the garrison Public Affairs Officer will serve as the webmaster and will review content regularly to ensure all website content is in compliance with all applicable DoD, Army and IMCOM regulations, policies and guidelines related to websites and content for public release.

n. Web Server. Network Enterprise Center provides and oversees the contract for official web server access and maintenance. The website is intended to be available 24 hours per day, 7 days per week. Technical issues discovered by the garrison PAO will be addressed as soon as possible by contacting the appropriate web server Information Technology help desk.

o. Accuracy. POM directorates are responsible for ensuring their respective web pages and phone numbers are up-to-date and accurate. Changes to this information will be directed to the POM webmaster.

7. Social media guidelines.

a. Obtaining Approval for Social Media Presence. In accordance with 02 DEC 2013 Secretary of the Army memorandum titled "Delegation of Authority – Approval of External Official Presences," commanders of all Army Commands, Army Service Component Commands and Direct-Reporting Units have the authority to approve the establishment of External Official Presences (EOPS), which includes social media sites. Subordinate leaders must receive approval through their chain of command to establish a social media presence. After creation, submit the social media presence for approval and registration to www.army.mil/socialmedia. Send the POM PAO link and information about the site.

b. Designate Page Administrator(s). POM directors or supervisors shall designate an administrator(s) for official public-facing social media platforms and submit a list of the designated administrator(s) to the POM Public Affairs Office. A designated PAO representative will also be added as an administrator and/or provided login information for the social media account by the directorate before making site available to the public. At a minimum, the page administrator(s) assume responsibility for maintaining social media pages by means of implementing branding, posting content, monitoring

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user feedback and responding to users. The frequency of posts and engagement should be determined by page administrators based on resources and mission requirements. Page administrators are limited to U.S. Army Soldiers and/or DA Civilians. Contractors are not authorized to administer official social media accounts. Directors will ensure that all administrator rights are retrieved from page administrators prior to their departure on Temporary Duty, change of station or departure from their assigned position.

c. Mandatory Training. Soldiers, Commanders and social media page administrators must complete DoD Cyber Awareness Challenge Training formerly known as "DoD Information Assurance Awareness Training," <https://ia.signal.army.mil/courses.asp> annually; OPSEC for EOP Operators, <https://iatraining.us.army.mil>, annually; DISA Social Networking V1.0, http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm, once; Defense Information Systems Agency course (Optional); and OPSEC Support Staff (IOSS) course 3500 and 1500 (Optional).

d. Content Approval. Release authority is a critical component of maintaining official social media pages. Posting content to social media is authorized at the unit level. Administrators will establish a method of thorough content review before posting anything to a public facing site. This is to ensure that the principles of operations security, the Uniform Code of Military Justice (UCMJ), information classification (FOUO, Confidential, Secret, and Top Secret), the Freedom of Information Act (FOIA), etc. are not violated. Examples of content that should NOT be posted on official pages include, but are not limited to: unit/personnel roster, movement information, information regarding events or incidents currently under investigation. The POM webmaster conducts quarterly reviews of all POM public facing sites. Sites found in violation will be immediately shut down until a full investigation is performed and the POM garrison commander authorizes the site to be reactivated. The garrison Public Affairs Officer has release authority for all content published on the website and through social media channels.

e. Enforcing Operations Security. Security is paramount when it comes to sharing information using online platforms. Any information that may compromise operations security, or OPSEC, should not be discussed on social media pages. Page administrators will monitor pages for any potential OPSEC violations and determine the best course of action (screen capture and delete content; report violations to POM Public Affairs Office and the chain of command; educate social media users on what constitutes appropriate post, etc.).

f. Complying with Established Regulations and Policy. Ensure social media use complies with applicable mandates including (but not limited to):

(1) Department of Defense Directive-Type Memorandum 09-026, and DA CIO/G6 memorandum regarding Responsible Use of Internet-Based Capabilities,

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outlining DoD and Army wide policy and responsibilities for responsible and effective use of internet- based capabilities, including social media network services (SNS).

(2) The U.S. Army Social Media Handbook, April 2016, provides general guidance on social media use within the Army.

(3) The Hatch Act of 1939 prohibiting military members and federal employees from certain partisan political activity.

(4) The UCMJ, as well as local and Army-wide standard operating procedures, including those relating to records management, operational security, public affairs and information dissemination.

g. Moderating Pages. All discussion boards and comments should be closely supervised by page administrators, but monitoring should be balanced in order to prevent over moderation of pages and online exchanges between users. Allow users connected to your pages to fight your battles for you, when possible; they are by virtue of their nature not officially representing the organization and as such, hold a different level of credibility.

h. Addressing Negative Comments. Do not ignore negative comments. An open forum comes with certain risk of negativity and to shy away from it will potentially tarnish credibility. However, responses must be vetted/approved and accurately express the U.S. Army's position without editorializing or straying from the facts. Only delete or block comments or users when a clear pattern of malicious, derogatory behavior is apparent and they are in violation of the terms of participation. Keep a log of all malicious material which has been deleted. Sometimes a private or personal message is the best response, but publicly state that a private response was sent. Trolling posts or behavior on Facebook can be mitigated by hiding comments that bait clearly divisive reactions. Hiding these comments maintains the commenters input, but hides it from other viewers of the post.

i. Being Mindful of Copyright, Trademarks, Litigation & Personal Information. Social media posts and content must respect copyright, privacy, fair use, financial disclosure, and other applicable laws. Always give people or organizations proper credit for their work and make sure you have the right to use something with attribution before you publish it online. Do not publish or report on conversations that are meant to be pre-decisional or internal to the U.S. Army unless given permission by your chain of command. As a standard practice, avoid commenting on anything related to legal matters, litigation, or any parties the U.S. Army may be in litigation with. Lastly, always protect sensitive information, such as protected acquisition and personally identifiable information. Questions about the above issues should be directed to the servicing legal office.

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j. Registering Official Pages. All official U.S. Army social media pages should be registered by submitting links and contact information via the U.S. Army Social Media Directory located at www.army.mil/socialmedia. The U.S. Army's Online and Social Media Division (OSMD) will manually review each submission and publish the sites that adhere to the established guidelines on the Social Media Directory webpage. If OSMD has any issues or questions with link submissions, they will contact the individual who submitted the link(s).

k. Considerations for Social Media Presence. Prior to establishing an official social media presence, consider the following items:

(1) Must be categorized as a government page.

(2) Include the official, spelled-out unit or organization names and logos on the site (i.e. U.S. Army, U.S. Army Garrison, etc). Acronyms (i.e. DLI, DES, CalMed, etc) may be used as long as the full name is clearly defined and can be found easily. For example, the Facebook name is "Presidio of Monterey"; and in the 'About' section the name is fully spelled out along with other organizational information.

(3) Include a statement of acknowledgement that the presence is the "official [Facebook, Twitter, etc] page of the Presidio of Monterey [official unit or organization name]."

(4) Presidio of Monterey PAO personnel will be given administrator rights for official Facebook pages at POM in order to ensure compliance, provide support and back-up for the directorate administrators. POM Public Affairs Office will not manage these social media sites, but will only act on them when necessary.

(5) Facebook pages must include "Posting Guidelines" under the "Page Info" tab found in the "About" section. Use the U.S. Army's Facebook policy as a reference and/or visit the DoD Social Media user agreement at: <https://www.dodig.mil/Disclaimers/Social-Media-User-Agreement/>.

(6) All posts by administrators must conform to the public release requirements listed in AR 360-1, Chapter 5 "Release of Information."

(7) All posts/photos/videos posted by administrators must conform to the rules of OPSEC as outlined in AR 530-1. Whenever possible, photos/videos must include the photographer/videographer's name and rank, and the date the media was captured.

(8) All official social media presences must be kept recent and up-to-date. Outdated and unmaintained sites reflect poorly on the Army and the unit.

(9) Social media tools should be used to communicate our mission and messages with the public when there is a legitimate business case to do so. All

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available means of communication should be carefully weighed when deciding whether to use social media. Official social media presences must not be used as a place for personal advertisement nor endorsement.

(10) Include a link to the Presidio of Monterey Facebook page (<https://www.facebook.com/PresidioMonterey/>) and the official public website (<https://home.army.mil/monterey/index.php>)

I. Posting Guidelines. Below is a list of recommended rules for public posts to your organizations social media site. It should be explained on the website that posts will be removed if they violate the guidelines listed below:

(1) Do not discuss any information that is not considered public information. The discussion of sensitive, proprietary or classified information is strictly prohibited. This rule applies even in circumstances where password or other privacy controls are implemented.

(2) No graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.

(3) No solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.

(4) No copyrighted or trademarked images or graphics. Imagery posted on any social media wall should be owned by the user.

(5) No comments/photos that suggest or encourage illegal activity, or that are not in line with the Army Values.

(6) No documents of any kind should be posted on this page.

(7) You participate at your own risk, taking personal responsibility for your comments, your username and any information provided. Ensure that the Army's position is reflected in all communications rather than one person's opinion.

(8) The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Army or Department of Defense.

(9) Be mindful of records management responsibilities. When using any type of electronic communication, the regulations governing management and archival of records still apply. Working with the Records Management Officer, determine the most appropriate methods to capture and retain records on government servers. Copies of

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any/all posts deleted from the social media platform should be filed with the justification for deletion.

8. Useful links:

- OPSEC Level 1 Training: <https://iatraining.us.army.mil>
- Department of Defense Social Networking 1.0:
http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm
- DoD Social Media user agreement at: <https://www.dodig.mil/Disclaimers/Social-Media-User-Agreement/>
- U.S. Army Social Media Directory: www.army.mil/socialmedia
- Department of Defense Social Media Hub: <https://dodcio.defense.gov/Social-Media/>
- Presidio of Monterey Homepage: <https://home.army.mil/monterey/index.php>
- Presidio of Monterey Facebook: <https://www.facebook.com/PresidioMonterey/>
- Presidio of Monterey Instagram: <https://www.instagram.com/presidiomonterey/>
- Presidio of Monterey Twitter: <https://twitter.com/POMGarrison>
- Presidio of Monterey Flickr: www.flickr.com/photos/presidioofmonterey



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