DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT STEWART / HUNTER ARMY AIRFIELD
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AMIM-SHG-PA (360)

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Fort Stewart Hunter Army Airfield Policy #23, Social Media and Website Policy

1. REFERENCES.

    a. Department of Defense Instruction 8170.01 (Online Information Management and Electronic Messaging).

    b. Army Regulation 360-1 (The Army Public Affairs Program).

    c. The United States Army Social Media Handbook: www.army.mil/socialmedia

    d. AR 530-1 (Operations Security).

    e. United States Office of Government Ethics, LA-15-03-2, Legal Advisory (The Standards of Conduct as Applied to Personal Social Media Use).

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 Fort Stewart-Hunter Army Airfield Garrison organizations, and set standards of conduct for participation by personnel on official sites.

3. APPLICABILITY. This policy applies to Fort Stewart-Hunter Army Airfield personnel who are authorized to create and manage official social media sites (e.g. Facebook, Twitter, YouTube, Instagram, etc.) for Garrison organizations on Fort Stewart-Hunter Army Airfield in accordance with Army guidelines. All personnel managing official social media sites must understand and follow these important guiding principles. This social media policy does not cover non-Garrison units or agencies. Those non-Garrison organizations will follow their own social media policies.

4. POLICY. Social media is a powerful communications tool. When used correctly, social media can help an organization reach an enormous audience. The guidelines set forth in this policy reinforce and build on those in the comprehensive Army Social Media Handbook and help to ensure the official use of social media presences by Fort Stewart-Hunter Army Airfield-based Garrison organizations is necessary and effective. Policies for social media can be reviewed at www.army.mil/socialmedia.

a. Establishing an EOP. According to research findings by Forbes in 2023, 4.9 billion people use social media. Facebook is the most visited social media site in America, and the average person spends 145 minutes a day on social media. Short-form videos are the most engaging. Per Forbes, "Social media usage has typically skewed toward the younger demographic, with 84% of those aged 18 to 29 and 81% of people between 30 to 49 actively using at least one social media site. But this active usage trend continues in the older demographics as well, with 73% in the 50 to 64 range and a somewhat surprising 45% of those in the 65-plus group. Social media presences are excellent communication tools when used effectively. Effective social media management requires command approval, training, the formation of strategy and goals, regular content creation and/or content management, interactive communication, and proper oversight. Ineffective and/or inactive social media presences frustrate interested audiences and may harm the credibility of an organization. Consider the following:

(1) Will my organization achieve better communication with our internal and external stakeholders with the use of an EOP? Create a strategy and establish goals for the presence specific to the communication objectives of the organization.

(2) Will the EOP reach my organization's intended audience? Identify your organization's target audience. For example, audiences with an older demographic may be more reachable on Facebook; younger demographics may not.

(3) Does my organization have the time and resources to dedicate to a social media presence? EOPs should only be established with the full command, staff, or directorate support required to operate effectively. Regular posts (at least one post weekly) and timely responses to questions and comments (within two hours during normal operating hours) on EOPs are vital to their effectiveness and value to the audience.

(4) If "no" is the answer to any of the considerations above, organizations may benefit by providing their content to an existing social media presence (i.e. a higher headquarters EOP). If the answer is "yes" to all considerations, the next step is to establish Public Affairs and command approval. Whenever the option is available, register the EOP with the Digital Media Division of the Office of the Chief of Public Affairs and as a government page with the social media platform.

b. EOP Administrators. EOP administrators are personnel in charge of managing official social media presences for organizations or leaders, such as accounts on Facebook, YouTube, Twitter, and Instagram. These accounts are considered official because they are created and managed using federal government resources (including time and manpower) to communicate the work of the military. Social media managers play a powerful role in maintaining the public's trust and telling the Fort Stewart-Hunter Army Airfield and Army. EOP administrators are expected to serve as subject matter experts on social media policies, techniques, and best practices. Duties include: actively

engaging the public, promoting unity of voice, freedom of information, timeliness, and accuracy while maintaining security and privacy. In addition to staying current with annual cyber awareness training, EOP administrators are also required to complete annual training including:

(1) Updated training coming soon: Operational Security for External Official Presence Operators (CAC login): https://iatraining.us.army.mil

(2) Social Networking and Your Online Identity https://public.cyber.mil/training/social-networking/

(3) It is also highly encouraged that EOP administrators also complete Operations Security Awareness for Military Members, DoD Employees, and Contractors certification. This training is coordinated through your S2 shop or equivalent.

(4) ALARACT 289/2013, Army OPSEC Training for External Official Presence Operators states that all commanders will ensure that personnel who publish information on External Official Presences receive mandatory annual OPSEC training.

(5) The Department of Defense offers additional training resources to support EOP administrators including DINFOS' Pavilion (https://pavilion.dinfos.edu/), the DoD Social Media Hub (http://dodcio.defense.gov/Social-Media), and social media policies (https://dodcio.defense.gov/dod-web-policy/). Fort Stewart-Hunter Army Airfield Garrison PAO also provides social media administrator and awareness training to its supported organizations, upon request.

c. Official Site Registration. All EOPs must be registered with Army Social Media at https://www.army.mil/socialmedia/directory. In addition to the Army-level registration, EOPs will register with the Garrison PAO. All EOPs will also provide administrator access to the Garrison PAO. The Garrison PAO is the lead for integrating communication among all Garrison partners. This maintains visibility of Fort Stewart-Hunter Army Airfield social media presences, facilitates a local social media community of practice and allows for annual audits of social media activity. For garrison organizations, this must be done after the establishment of a new EOP, and anytime there is an EOP administrator change or addition, by sending the following information via e-mail to usarmy.stewart.3-id.list.pao@mail.mil:

(1) EOP URL and/or profile information.

(2) Rank/job title, name, phone number and e-mail of EOP administrator(s).

(3) Proof of training completion by EOP administrator(s) (required annually).

(4) Following receipt of above, PAO will provide instructions for provisioning administrator access to the EOP and will then need confirmation it was granted.

(5) Annual audits of garrison social media presences may be conducted by PAO and/or the Office of the Chief of Public Affairs' Digital Media Division, in accordance with Army policy. These audits ensure organizations are complying with applicable guidelines, SOPs, policies and regulations. Organizations are notified of violations found during the audits and asked to correct or respond to any issues. Posts on an account should be no older than one month, and the account should be updated on a weekly basis - at minimum.

d. Content Approval. Release authority is a critical component of maintaining official social media sites. Administrators should establish a method to ensure thorough content review before posting – being mindful of OPSEC, the Uniform Code of Military Justice, For Official Use Only documents, the Freedom of Information Act, etc. Content that should NOT be posted on official sites includes, but is not limited to: unit/personnel rosters; information, other than PAO-authorized releases, about personnel casualties; and details regarding active investigations. Most social media platforms allow for the sharing of content posted by others, but be certain to only share accurate information from official sources. When in doubt about suitability of content for public release, administrators should contact Fort Stewart-Hunter Army Airfield Garrison PAO for guidance.

e. OPSEC. Information that may compromise OPSEC should not be discussed via Fort Stewart-Hunter Army Airfield-managed social media. EOP administrators are solely responsible for monitoring sites and documenting and removing any violations, prior to bringing them to the attention of their organization's OPSEC officer or the Army's OPSEC program manager.

f. EOP Moderation. Ensure your social media presence includes rules of engagement (ROE) similar to those described in the Army Social Media Handbook, or use the ROE posted to https://www.facebook.com/FortStewartHunterArmyAirfield as a template. All online discussions and comments should be closely monitored by EOP administrators, but there should be a balance as not to over-moderate sites and conversations between users. Allow users connected to your EOP to fight your battles for you when possible. Because they are not official representatives of the organization, they possess a different level of credibility that can help reinforce organizational values and positions. The following are considerations when properly moderating an EOP:

(1) Negative Comments. Do not shy away from negative comments. Comments will not be deleted unless they breach listed terms or OPSEC. An open forum comes with certain risk of negativity, and to avoid it can tarnish credibility. In addition, responses must be properly vetted if approved and accurately express the command or directorate'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 ROE. Do not delete comments simply because you do not like the message.

(a) Example terms of service:

"Comments By Others Are Not Endorsed: The Department of Defense does not necessarily endorse, support, sanction, encourage, verify or agree with the comments, opinions, or statements posted on the website. Any information or material placed online, including advice and opinions, are the views and responsibility of those making the comments and do not necessarily represent the views of the Department of Defense, the United States Government. By submitting a comment for posting, you agree that the Department of Defense, the United States Government are not responsible, and shall have no liability to you, with respect to any information or materials posted by others, including defamatory, offensive or illicit material, even material that violates this Agreement.

Moderation of Comments: We hope to receive submissions from all viewpoints, but we ask that all participants agree to the following Terms of Participation. We reserve the right to delete any comments not in standing with the spirit of these conditions:

-To ensure constructive questions, please post only questions directly related and relevant to the Department of Defense.

-Refrain from posting questions that contain threats, obscenity, material that would violate the law if published here, abusive, defamatory or sexually explicit material.

-Submissions containing the following will be deleted:

a. Contains obscene or threatening language or discrimination (hate speech) based on race, sex, gender, religion, national origin, age, or disability. Promotes services or products (not including non-commercial links that are relevant to the topic).

b. Includes any personal or sensitive information (phone numbers, email or postal addresses) .

c. Operational Security (OPSEC). All personnel (including families and friends of service members) have a responsibility to ensure that no information that might put our military members in jeopardy or would be of use to our adversaries is posted to websites that are readily accessible to the public. Not surprisingly, that information includes, among other things, technical information, operation plans, troop movement schedules, current and future locations of military units and ships, descriptions of overseas bases, details of weapon system, or discussions of areas frequented by service members overseas.

d. Other information that's not as obvious but should also not be discussed in an open forum includes daily military activities and operations, equipment status, unit morale, and results of operations. Any of these topics, if released in an open medium, have the ability to provide our adversaries opportunities to harm our military members."

(1) Promotion and Endorsement. EOPs are not a place for personal or commercial advertisements nor endorsements. Administrators should remove any such content posted to EOPs.

(2) Protected Information. Social media content must respect copyright, trademark, privacy, fair use, financial disclosure, and other applicable laws. Always give proper credit for another's work, and make sure you have the right to use something - even with attribution. Do not publish pre-decisional or internal Fort Stewart-Hunter Army Airfield information, unless authorized by the command. As a standard practice, avoid commenting on anything related to legal matters, ongoing investigations, litigation, or any parties to litigation involving the Army. Always protect sensitive information, such as protected acquisition and personally identifiable information.

e. EOP Social Media Statistic. EOP operators can request up-to-date statistics on their EOPs' performance from PAO. PAO uses Sprinklr, the Army-level directed tool for content management to collect performance statistics, i.e. reach, engagement, best times to post, and most engaging posts.

f. EOP Operation and Participation Principles. Although a few of the following principles apply only to EOP administrators, below are some detailed expectations for the online conduct of personnel on official sites or elsewhere online in an official capacity:

(1) Participate at your own risk, taking personal responsibility for your comments, your username, and any information provided.

(2) Stick to your area of expertise and provide unique, individual perspectives about what is going on at Fort Stewart-Hunter Army Airfield.

(3) Remember that only commanders and their PAOs are authorized to speak on behalf of the command. As outlined in AR 360-1, using digital media to communicate with the public and intended audiences on behalf of the Army is strictly a Public Affairs function. Comments on official sites posted by personnel attempting to speak on behalf of the command will be deleted. Repeat violations of the participation principles are grounds for permanent ban from the EOP.

(4) Don't use your government title or position when commenting on official sites. The Standards of Conduct as Applied to Personal Social Media Use in LA-15-03 prohibit employees from using their official titles, positions, or any authority associated

with their public offices for private gain. Private gain includes use of government time, manpower, and/or property to access personal social media accounts; just don't do it.

(5) Post meaningful, respectful content - in other words, no spam, and no remarks that are off-topic or offensive.

(6) Pause and think before posting or responding to others. Reply to comments in a timely manner, when a response is appropriate. When disagreeing with others' opinions, keep it polite. What you write is ultimately your responsibility.

(7) Respect and protect proprietary information, content, and confidentiality.

(8) Be transparent. Your honesty – or dishonesty – will be quickly noticed online. Do not lie or mislead people with your communications.

(9) Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. You create perceptions about yourself and Fort Stewart-Hunter Army Airfield simply by identifying yourself as a service member, employee or family member affiliated with the base. What you post is viewable by commanders, supervisors, and the public, so be sure all content associated with you is consistent with your values and professional standards, as well as those of the U.S. military or government. You might consider adding a disclaimer to all personal social media presences that states, "The views expressed are my own and in no way reflect the official position of any U.S. Government agency."

(10) Are you adding value? Social communication should be thought-provoking and build a sense of community. If your posts help people improve knowledge or skills, solve problems, or understand the Army and Fort Stewart-Hunter Army Airfield better, they are adding value. Talk online like you would talk to real people in person. Do not be afraid to bring in your own personality. Consider content that is open-ended and invites response.

(11) Be a leader. There can be a fine line between healthy debate and incendiary reaction. Do not use social media to denigrate organizations or individuals. Some topics slide very easily into sensitive territory, so be careful and considerate. Once your words are out there, you cannot get them back.

(12) All online conduct should be professional - especially for those in leadership positions. Written posts, photos, and videos - even when well-intentioned - can be misinterpreted. A good question to ask is, "Would it be OK if this appeared on the nightly news?" or "Would I say or do this information?" Do not allow something to be posted if it could be interpreted as inappropriate, or it may generate negative perceptions about you, Fort Stewart-Hunter Army Airfield, the Army, or the Department of Defense.

(13) Using an official position to promote oneself online for personal or financial gain is inappropriate and can hurt the reputation of FORT STEWART-HUNTER ARMY AIRFIELD, the command, or the directorate.

(14) If it gives you pause, pause. If content you plan to post makes you even slightly nervous, take a minute to review these guidelines and figure out what is bothering you. Ultimately, what you publish is yours, as is the responsibility.

5. WEBSITE GUIDELINES.

a. The aim of the Fort Stewart-Hunter Army Airfield website (https://home.army.mil/stewart) is to serve as an online brochure for Garrison services and resources.

b. Crisis Communication. The Fort Stewart-Hunter Army Airfield Facebook page, Twitter account, and Digital Garrison application 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. The Garrison Commander also directed Public Affairs to establish a Social Media Augmentation Response Team to assist Public Affairs with additional manpower for social media monitoring and response during crisises or other incidents—i.e. severe weather or 24-hour operations. Team members are sourced from other garrison offices and are required to take EOP training.

c. Updates. The Fort Stewart-Hunter Army Airfield website will be updated as needed, usually on a periodic, planned schedule for routine changes. Only the latest Fort Stewart-Hunter Army Airfield News Stories sections will be updated weekly. Critical updates can be performed on-demand.

d. Criteria. The official Fort Stewart-Hunter Army Airfield 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 Fort Stewart-Hunter Army Airfield 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, CUI or secure Knowledge Management portals (e.g., SharePoint, MS Teams).

i. Location. All Fort Stewart-Hunter Army Airfield 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 AMC/IMCOM/3rd Infantry Division crest(s).

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 Fort Stewart-Hunter Army Airfield 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.

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. Fort Stewart-Hunter Army Airfield 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 their directorate website representative and subsequently to the Fort Stewart-Hunter Army Airfield webmaster.

6. PROPONENT. The proponent for this policy is the Garrison Public Affairs Officer, 912-435-9879, usarmy.stewart.3-id.list.pao@army.mil.

MARC J. AUSTIN
COL, IN
Commanding

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