



**DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, U.S. ARMY GARRISON ALASKA
1046 MARKS ROAD #6000
FORT WAINWRIGHT, ALASKA 99703-6000**

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AUG 21 2023

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Social Media Policy (USAG Alaska Policy #10)

1. References:

a. DoD Instruction 5400.17, titled "Official Use of Social Media for Public Affairs Purposes," 12 August 2022, with Change 1, 24 January 2023.

b. Secretary of the Army Memorandum, Delegation of Authority, Approval of External Official Presences, 2 December 2013.

c. Department of the Army Office of the Chief of Public Affairs Memorandum, Standardizing official U.S. Army external official presences (social media), 1 November 2010.

d. ALARACT 289/2013, OPSEC Training for EOP Site Operators, 29 October 2013.

e. ALARACT 075/2017, Professionalization of Online Conduct, 17 August 2017.

f. Army Regulation (AR) 360-1, The Army Public Affairs Program, 8 October 2020.

g. AR 530-1, Operations Security, Chapters 4-2, 26 September 2014.

h. DA PAM 25-1-1, Chapter 5-11, Website planning and sponsorship, 15 July 2019.

i. U.S. Army Social Media microsite <https://www.army.mil/socialmedia>.

j. United States Army Garrison Alaska Commander's Critical Information List (CIL).

2. Applicability. This policy applies to Soldiers and Civilian personnel who are authorized by the Garrison Commander to create and manage external official presence (EOP) accounts that communicate as U.S. Army Garrison Alaska or its directorates, programs, or activities to the public. EOPs include web pages and social media.

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3. Purpose. This policy provides for the effective use of USAG Alaska EOPs. The Public Affairs Office (PAO) manages EOPs for the Garrison Commander. USAG Alaska directorates or branches may create and maintain an EOP under the management of PAO to communicate directly to a specific audience. However, information important to a broader audience will be provided to PAO for posting on USAG Alaska EOPs for greatest reach.

4. Official Comments. Directorate or branch EOPs, such as Facebook organizational accounts, will be used as the voice to respond in an official capacity to questions or comments from the public or during livestreams on USAG Alaska EOPs. Examples of organizational account nomenclature are "FortWainwrightPAO" or "WainwrightMWR." Comments may be attributed to an individual garrison subject matter expert with name and title in the response if warranted for credibility and when approved by the Director or Agency Chief. Private social media accounts will not be used to provide an official response.

5. Guidelines. Soldiers and Civilian personnel have a responsibility to know and follow referenced Army and Department of Defense regulation, instruction and guidance before participating in any EOP activity.

a. Obtain Approval for Social Media Presence. In accordance with reference 1.a., the Garrison Commander has the authority to approve the establishment of EOPs, which includes social media. Directors and branch chiefs must receive approval through their chain of command to the Garrison Commander to establish a social media presence. Route requests following established business rules through PAO. After Garrison Commander approval, but before use, notify PAO and submit the EOP for approval and registration to www.army.mil/socialmedia/register.

b. Designate EOP Administrator(s). USAG Alaska PAO will have oversight of garrison social media activity. All social media accounts submitted for registration must be managed by a qualified 1035 Public Affairs Specialist or 46 series military occupational specialty. Directors or branch chiefs will designate an administrator(s) for approved official public-facing social media and submit appointments to PAO. The EOP administrator(s) assume responsibility for maintaining social media pages by implementing Army branding, posting content, monitoring user comments, and responding to user questions. EOP administrators must be Soldiers or DA Civilians.

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c. **Accomplish Training.** EOP administrators must complete training per reference 1.e. and maintain certificates. Content released to the public on social media platforms requires an OPSEC review with thorough knowledge of the Commander's CIL. OPSEC Level II certification and delegated release authority meets the requirements outlined in AR 530-1 - Operations Security (OPSEC).

d. **Page Requirements.** The EOP account must have a URL linked to the USAG Alaska official Army website. The EOP account must list a point of contact with a valid .mil email address. An account must have a user terms of agreement statement listed on the social media platform that informs visitors of what is authorized when interacting on the platform. It must include: A general disclaimer, privacy and security disclaimers, copyright and trademark disclaimers, moderated account disclaimer and a Freedom of Information Act notice.

e. **Label as an official account.** EOP social media accounts must be clearly identified as "official" somewhere on the page in accordance with DOD and U.S. Army policy. Examples of the specific wording can be found in the left-hand column of the U.S. Army Facebook page at or at the top of the U.S. Army Twitter account. Only official accounts on Facebook can be registered and must be labeled as a "government organization." The use of a Facebook profile, community or group page for official purposes violates the government's terms of service agreement with Facebook.

f. **Approve Content.** Release authority is a critical component of maintaining EOPs. Directors and branch chiefs are responsible for content posted to their EOPs.

g. **Enforce Operations Security.** All text/graphics/photos/videos posted by administrators must conform to the rules of OPSEC as outlined in AR 530-1 and ensure that information identified in the Commander's CIL is not disclosed.

h. **Moderate Comments.** EOP administrators will monitor comments, but balance interjection to avoid over moderation of online conversations between users. Allow users connected to your pages to correct others' erroneous information when possible; they are not officially representing the organization, but as such, hold a level of credibility. Interject appropriately when needed to correct errors in fact or to point to official sources.

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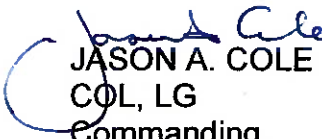
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i. Address Negative Comments. An open forum comes with certain risk of negativity, but do not ignore negative comments. Responses must accurately express the Garrison position. Only delete or block comments and/or users when malicious, derogatory behavior is apparent, or comments are in violation of the terms of agreement. Keep a log of all deleted malicious material.

j. Be mindful of Copyright, Trademarks, Litigation & Personal Information. EOP administrators must ensure social media posts respect copyright, privacy, fair use, financial disclosure, and other applicable laws.

6. This policy supersedes USAG Alaska Policy #10, subject: Social Media Policy, dated 9 September 2021.

7. The point of contact for social media policy is USAG Alaska Public Affairs Officer Grant Sattler, 907-353-6701 or USAG Alaska Public Affairs Command Information Chief Cole Keller, 907-353-6773.


JASON A. COLE
COL, LG
Commanding

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