DEPARTMENT OF THE ARMY
UNITED STATES ARMY GARRISON WIESBADEN
UNIT 29623
APO AE 09005-9623

AMIM-WBG-ZA   5 AUG 2024

MEMORANDUM FOR All Units and Organizations within the USAG Wiesbaden Footprint

SUBJECT: USAG Wiesbaden Social Media Policy

1. REFERENCES. References can be found on the U.S. Army's Social Media Policies and Resources web page (www.army.mil/socialmedia).

a. Department of Defense (DoD) Instruction Number 8550.01: DoD Internet Services and Internet-Based Capabilities.

b. Secretary of the Army Memorandum - Delegation of Authority - Approval of External Official Presences (http://www.slideshare.net/USArmySocialMedia/delegation-of-authority-social-media-use).

c. AR 360-1, The Army Public Affairs Program.

d. AR 530-1, Operations Security.

e. DA PAM 25-1-1, Chapter 3, Public Web Site Management.

2. PURPOSE. To establish a policy that provides guiding principles for the effective use of public-facing social networking sites, multi-media sites, blogs and wikis for USAG Wiesbaden. This policy letter is meant to guide organizations within the command who currently have or plan to administer social media websites. This policy is not a directive to create or participate in social media activities. 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 guidance before participating in any external official presence activity.

3. APPLICABILITY. This policy letter applies to all centers, directorates and units within USAG Wiesbaden.

4. GENERAL. Centers, directorates, and units are authorized to create and maintain their own social media presence provided they are in accordance with the requirements established by the Department of Defense, Dept. of the Army, and this policy letter. Directors and Commanders are responsible for content posted to their social media sites. Directors and Commanders may delegate administrative rights for the maintenance of their online presence. While Soldiers and individuals affiliated with the U.S. Army are welcome to participate in social media, 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.

5. GUIDELINES.

a. Obtain Approval for Social Media Presence. In accordance with reference d 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 USAG Wiesbaden Public Affairs Office (PAO) link and information about the site.

b. Designate Page Administrator(s). USAG Wiesbaden directors or supervisors should designate an administrator(s) for official public-facing social media pages and submit a list of the designated administrator(s) to the USAG Wiesbaden PAO. At a minimum, the page administrator(s) assume responsibility for maintaining social media pages by means of implementing branding, posting content, monitoring 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.

c. Complete Training. Soldiers, Commanders and social media page administrators must complete DoD Cyber Awareness Challenge Training (https://cs.signal.army.mil) annually, OPSEC for EOP Operators (https://iatraining.us.army.mil) annually, DOD Cyber Exchange - Social Networking and Your Online Identity (https://public.cyber.mil/training/social-networking-v4/) once. If users experience difficulties accessing the OPSEC for EOP Operators training due to known Adobe Flash Player technical difficulties, in the interim users should complete the DOD Cyber Exchange - Identifying and Safeguarding Personally Identifiable Information (https://public.cyber.mil/training/identifying-and-safeguarding-personally-identifiable-information-pii-v4/) once. The Defense Information Systems Agency course and OPSEC Support Staff (IOSS) course 3500 and 1500 are optional. It is also highly encouraged that social media administrators complete OPSEC Level II certification, which is coordinated through your S2 shop or equivalent.

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 operations security, the Uniform Code of Military Justice, information classification (CUI, 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 USAG Wiesbaden PAO conducts quarterly reviews of all USAG Wiesbaden public facing sites. Sites found in violation will be immediately shut down until a full investigation is performed and the USAG Wiesbaden Garrison Commander authorizes the site to be reactivated.

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

f. Comply 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, 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 microsite provides general guidance on social media use within the Army.

    (3) The Hatch Act of 1939 prohibiting members of the military 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. Moderate 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. Address 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.

i. Be 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 your unit's servicing legal office.

j. Register Official Pages. All official U.S. Army social media pages are required to be registered by submitting links and contact information via the U.S. Army Social Media Directory located at https://www.army.mil/socialmedia/register. 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 and open to the public.

(2) Include the official, spelled-out unit or organization names and logos on the site (i.e. U.S. Army, U.S. Army Garrison Wiesbaden, etc). Acronyms (i.e. JMSC, NCO Academy, CATC, etc) may be used as long as the full name is clearly defined and can be found easily. For example, the Facebook name is "USAG Wiesbaden"; and 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, X, Threads etc.] page of the U.S. Army Garrison Wiesbaden [official unit or organization name]."

(4) 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: http://dodcio.defense.gov/Social-Media/.

(5) Include a link to the USAG Wiesbaden Facebook page (www.facebook.com/USAGWiesbaden) and the official public website (home.army.mil/Wiesbaden).

(6) Must list a valid .mil or .gov email as the point of contact for all official social media presences.

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

(8) 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.

(9) 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.

(10) Official social media presences must not be used as a place for personal advertisement nor endorsement.

(11) USAG Wiesbaden PAO personnel will be given administrator rights for official Facebook pages at USAG Wiesbaden in order to ensure compliance, provide support and back-up for the directorate administrators. USAG Wiesbaden PAO will not manage these social media sites but will only act on them when necessary.

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) No graphic, obscene, explicit or racial comments or submissions. We do not allow comments that are abusive, hateful and vindictive or intended to defame anyone or any organization.

(2) 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.

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

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

(5) Do not post details about an ongoing investigation or legal or administrative proceeding that could prejudice the processes or could interfere with an individual's rights.

(6) Do not post political propaganda.

(7) Do not post lone memes or gifs without providing appropriate context.

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

(9) All information posted to social media sites will be unclassified. No Controlled Unclassified Information (CUI), classified, pre-decisional, proprietary or business-sensitive information should be posted or discussed on this page. Do not post personnel lists, rosters, organization charts or directories. This is a violation of privacy.

(10) You participate at your own risk, taking personal responsibility for your comments, your

username and any information provided.

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

J. Useful links.

   (1) OPSEC Level 1 Training: https://iatraining.us.army.mil.

   (2) DOD Cyber Exchange - Social Networking and Your Online Identity: https://public.cyber.mil/training/social-networking-v4/

   (3) DoD Social Media user agreement at: http://dodcio.defense.gov/Social-Media/

   (4) U.S. Army Social Media Directory: www.army.mil/socialmedia/directory.

   (5) Department of Defense Social Media Hub: https://dodcio.defense.gov/Social-Media.

K. POINT OF CONTACT.
   (1) Point of contact for this memorandum can be reached at DSN 526-2001 or usarmy.wiesbaden.id-europe.mbx.public-affairs-office@army.mil

   (2) Training certificates, authorization memos and questions should be directed to the USAG Wiesbaden PAO at usarmy.wiesbaden.id-europe.mbx.public-affairs-office@army.mil

TROY DANDERSON
COL, MI
Commanding