



DEPARTMENT OF THE ARMY
U.S. ARMY COMBINED ARMS CENTER AND FORT LEAVENWORTH
415 SHERMAN AVENUE UNIT 1
FORT LEAVENWORTH, KANSAS 66027-2300

REPLY TO
ATTENTION OF

ATZL-CSD

9 APR 2008

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Command Policy #19-08, Combined Arms Center (CAC)
Interactive Internet Activities

1. PURPOSE. Interactive internet activities are an essential part of our responsibilities to provide information to the public, usher in a culture of change within our Army's officer Leadership, Development, and Education and support military operations. Leaders within the Army need to understand the power of the internet and leverage as many communications means as possible to communicate what CAC is doing, and more importantly to "Share the Story" of those serving in uniform and highlight the incredible sacrifices they and their families are making.

2. DEFINITION. This policy defines interactive internet activities as the use of a system accessible via the internet which allows for communication in a real manner, e.g. blogs.

3. SCOPE. This policy applies to all personnel engaged in Interactive Internet Activities, e.g. blogs, designed to "Share the Story" of the American Soldier and to develop adaptive leaders and creative thinkers.

4. AUTHORITY. Command and General Staff College faculty and students are authorized to blog as part of their curriculum and writing requirements both within the .mil and public environments. In addition CAC subordinate organizations are authorized to engage in the blogosphere in an effort to communicate the myriad of activities that CAC is engaged in and help assist telling the Army's story to a wide and diverse audience.

5. COMMANDER'S INTENT.

a. The same guidance that applies to all public engagements applies to blogs. Do not write anything you would not be comfortable with seeing on the front page of a major newspaper with your name and photo.

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b. All blog entries must be fully attributable to the author and serve to inform and educate readers with a clearly conveyed and concise message.

c. Blog entries will also fully state the author's position, organization, and the organizational relationship within the Combined Arms Center. For example, Major John Doe, student, Command and General Staff College, U.S. Army Combined Arms Center, Fort Leavenworth, Kansas.

6. CONTENT. Interactive internet activities within the scope of this policy will be 100% accurate in fact and intent. Messages and materials protected by law such as graphics, pictures, video, and illustrations used will comply with relevant intellectual property laws, policies and guidance. Contracts or task orders that provide support for approved interactive internet activities will fully detail the scope of work and will provide rigorous U.S. Government oversight. Commanders and directors are accountable and responsible for quality assurance of interactive internet activities conducted under their purview and for ensuring that the implications of their actions beyond the intended audience are addressed.

7. POLICY/PROCEDURES. Blog entries will adhere to the following guidance:

a. All comments are based upon personal experiences and observations unless clearly documented with verifiable information.

b. Blog entries will not divulge or discuss classified information or vulnerabilities always keeping OPSEC in mind. Information found in the open source does not necessarily make it unclassified. If you know it is classified by another source you cannot confirm or deny the validity of the information in the blog.

c. Blog entries will not discuss military operations planned or being executed, nor contain Tactics, Techniques and Procedures (TTP) that have not been publically released through appropriate release channels.

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d. Blog entries will not contain derogatory information that could serve to embarrass Fort Leavenworth, the U.S. Army or the United States Government.

e. Blog entries will not operate for commercial gain and will not promote or endorse financial or other interests of commercial or non-government entities.

f. Blog entries will not contain political bias or be construed to advocate a political party.

g. Blog entries will not violate the Uniform Code of Military Justice, the Hatch Act (Political Activity), or the Joint Ethics Regulation, DoD 5500.7-R.

8. PERIODIC REVIEW. Strategic Communications personnel and Public Affairs Officers will initiate an annual review of interactive internet activities within the scope of this policy. Commanders, directors and leadership at all levels will take every opportunity to educate and train personnel on security, OPSEC and network assurance measures to mitigate threats in order to develop leaders who are agile and adaptable.

9. EXCEPTIONS. Exceptions to this policy, additional authorities and recommend changes will be directed to the Combined Arms Center, Commanders Initiative Group for forwarding to the Commanding General for decision. Requests for exceptions should be pre-coordinated with the organizational Public Affairs Officer, senior information technology manager and the organizational security manager.

10. PROPONENCY. The proponent for this policy is the Combined Arms Center, Office of the Chief Information Officer, G6, 415 Sherman Avenue, Fort Leavenworth, Kansas 66027-2300, at (913) 684-5331.



WILLIAM B. CALDWELL, IV
Lieutenant General, USA
Commanding

Distribution:
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