



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, US ARMY GARRISON FORT A.P. HILL
18436 4TH STREET
FORT A.P. HILL, VIRGINIA 22427-3114

REPLY TO
ATTENTION OF

IMPH-PA

28 January 2013

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Commander's Policy Letter #32 - Social Media

1. Applicability. This policy letter applies to all military and civilian personnel assigned or attached to Fort A.P. Hill.
2. Proponent. Public Affairs Office at (804) 633-8324/8120.
3. References:
 - a. 5 CFR Part 2635, Standards of Ethical Conduct for Employees of the Executive Branch
 - b. Directive Type Memorandum DTM 09-026, Responsible and Effective Use of Internet Based Capabilities, 25 February 2010
 - c. DOD Directive 5400.11, "DoD Privacy Program," 8 May 2007
 - d. DODD 5230.09, Clearance of DoD Information for Public Release, 22 August 2008
 - e. DODD 5500.7-R, Joint Ethics Regulation, 29 November 2007
 - f. Secretary of the Army Memorandum -- Delegation of Authority -- Approval of External Official Presences, 21 October 2010
 - g. CIO-G-6 Memorandum, Use of Social Media Tools, 27 August 2009
 - h. CIO/G6 Memorandum, Responsible Use of Internet Based Capabilities, 2010
 - i. Army Regulation 25-1, Army Knowledge Management and Information Technology Management, 4 December 2008
 - j. Army Regulation 25-2, Information Assurance, 23 March 2009
 - k. Army Regulation 25-400-2, The Army Records Information Management System

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(ARIMS), 2 October 2007

- l. Army Regulation 360-1, The Army Public Affairs Program, 25 May 2011
 - l. Army Regulation 380-5, Department of the Army Information Security Program, 29 September 2000
 - n. Army Regulation 530-1, Operations Security, 19 April 2007
 - o. Army Social Media Handbook, Version 3
4. Policy.
- a. Posting Guidelines. The following content is prohibited. Non-compliance will result in removal of messages by the site administrator(s) in the Public Affairs Office:
 - (1) Graphic, obscene, explicit or racial comments or submissions and comments that are abusive, hateful or intended to defame anyone or any organization.
 - (2) Solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, there will be no allowance of attempts to defame or defraud any financial, commercial or non-governmental agency.
 - (3) Comments suggesting or encouraging illegal activity.
 - (4) Copyrighted or trademarked material on social media platforms. This includes embedding a song, or linking to un-attributed artwork.
 - b. Operations Security (OPSEC). All OPSEC guidance will be observed and content will be limited to only PAO approved releasable material(s). Releasable content may be, but is not limited to, the following social media formats; text, digital photos, digital video, digital audio.
 - (1) When using social media, avoid mentioning rank, unit locations, deployment dates, names, or equipment specifications and capabilities.
 - (2) Geotagging photos and using location-based social networking applications is growing in popularity, but in certain situations, exposing specific geographical locations can be devastating to Army operations.
 - (a) Never tag photos with geographical location when loading to photo sharing sites like Flickr and Picasa.

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(b) Do not use location-based social networking applications when deployed at training or while on duty at locations where presenting exacting grid coordinates could damage Army operations.

(c) When engaged in Army operations, turn off the GPS function on smartphones. Failure to do so could result in damage to the mission and may even put families at risk.

(3) Take a close look at privacy settings. Set security options to allow visibility to "friends" only.

(4) Do not reveal sensitive information such as schedules and event locations. Ask: What could the wrong person do with this information? And "Could it compromise the safety of me, my family or my unit?"

(5) Closely review photos before they go online. Make sure they do not give away sensitive information which could be dangerous if released.

(6) Make sure to talk to family about operations security and what can and cannot be posted.

(7) Videos can go viral quickly; make sure they don't give away sensitive information.

c. Paid Submissions. Treat request from non-governmental blogs for a blog post as a media request and coordinate with the Public Affairs Officer at (804) 633-8324. It is against Army regulations to accept compensation for such posts.

d. Rules of Engagement.

(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 on what's going on at Fort A.P. Hill.

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

(4) Pause and think before posting. Reply to comments in a timely manner, when a response is appropriate.

(5) Respect proprietary information and content, and confidentiality.

(6) When disagreeing with others' opinions, keep it appropriate and polite.

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(7) Be transparent. Your honesty -- or dishonesty -- will be quickly noticed in the social media environment. Use your real name and be clear about your relationship to Fort A.P. Hill. Transparency is about your identity and relationship to Fort A.P. Hill.

(8) Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a Soldier, Employee or Family member affiliated with Fort A.P. Hill, you create perceptions about yourself and Fort A.P. Hill. These are the perceptions of not just our colleagues, supervisors and commanders, but of our families, friends and the general public. Be sure that all content associated with you is consistent with your values and professional standards, and those of the Army and Fort A.P. Hill.

(9) It's a conversation. Talk online like you would talk to real people in person. Don't be afraid to bring in your own personality and say what's on your mind. Consider content that's open-ended and invites response. Encourage comments. Be nice -- remember the Golden Rule.

(10) Are you adding value? There are millions of words out there. The best way to get yours read is to write things that people will value. Social communication should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, solve problems, or understand the Army and Fort A.P. Hill better, then it's adding value.

(11) Your Responsibility: What you write is ultimately your responsibility. Participation in Fort A.P. Hill's online community is not a right but an opportunity, so please treat it seriously and with respect.

(12) Be a Leader. There can be a fine line between healthy debate and incendiary reaction. Do not use Fort A.P. Hill's social media sites to denigrate organizations or individuals. Frame what you write to invite differing points of view without inflaming others.

(13) Some topics slide very easily into sensitive territory. So be careful and considerate. Once your words are out there, you can't get them back. Inflammatory discussions will be removed by site administrators.

(14) If it gives you pause, pause. If you're about to publish something that makes you even the least bit uncomfortable, take a minute to review these guidelines and try to figure out what's bothering you. Discuss it with your friends, co-workers, or spouse. Ultimately, what you publish is yours, and so is the responsibility. So be sure.

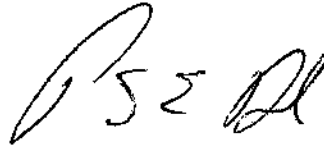
(15) When in a position of leadership, conduct online should be professional. If you wouldn't say it in front of a formation, don't say it online.

(16) Using rank, job, and/or responsibilities in order to promote oneself online for personal or financial gain is an ethics violation. Such actions can damage the image of the Army and individual command.

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5. For more information about social media, contact the Fort A.P. Hill Public Affairs Officer at (804) 644-8324 or 8120.

A handwritten signature in black ink, appearing to read "P E D", is positioned above the printed name.

PETER E. DARGLE
LTC, AR
Commanding

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