



REPLY TO  
ATTENTION OF:

DEPARTMENT OF THE ARMY  
U.S. ARMY CONTRACTING COMMAND  
3334A WELLS ROAD  
REDSTONE ARSENAL, AL 35898-5000

AMSCC-PC

CPM 14-20

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MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Command Policy Memorandum - Public Websites and Social Media

**1. References:**

- a. Memorandum, Secretary of the Army, 21 October 2010, subject: Delegation of Authority – Approval of External Official Presences.
- b. Directive Type Memorandum (DTM) 09-026, 9 May 2012, subject: Responsible and Effective Use of Internet Based Capabilities.
- c. ALARACT 289/2013 - Army Operations Security (OPSEC) Training For External Official Presence (EOP) Operators, October 2013.
- d. AR360-1, The Army Public Affairs Program, 25 May 2011.
- e. Army Social Media Handbook, 2013.
- f. Command Policy Memorandum (CPM) 12-51, Army Contracting Command (ACC), 26 October 2012, subject: Critical Information List.
- g. Army Contracting Command Operations Security (OPSEC) Plan, April 2013.

**2. Purpose:** The purpose of this memorandum is to standardize establishing and maintaining an External Official Presence (EOP) which includes official publicly accessible websites and social media.

**3. Applicability:** This policy applies to all Soldiers, Civilians, and contractor employees working within ACC.

**4. General:** The ACC Office of Public and Congressional Affairs and the ACC G-2 will maintain, monitor, and periodically inspect all publicly accessible websites maintained by ACC, to ensure personnel do not post critical or sensitive information.

**5. Policy and Procedures:** All ACC personnel will adhere to the following specific requirements:

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a. Notify Headquarters (HQ) ACC. Any ACC organization wishing to establish a social media presence or other public website must first contact the HQ ACC Web & Social Media Manager in the Office of Public and Congressional Affairs.

b. Designate Page Administrator(s). Page administrator(s) will assume responsibility for maintaining public websites by implementing branding, posting consistent content, monitoring user feedback, and responding to posts. Site and/or page administrators are responsible for ensuring that ACC G-2 and ACC Office of Public and Congressional Affairs review the content prior to posting on EOPs. OPSEC guidelines shall be followed as outlined in AR 530-1.

c. Complete OPSEC Online Training. As required by ALARACT 289/2013, all commanders will ensure all Soldiers, DA civilians and contractors who publish, administer or moderate information or documents on the public domain will complete the course "OPSEC for Social Media" at <https://iatraining.us.army.mil/usermgmt/register.htm>

d. Ensure each publicly accessible site is configured properly:

(1) Review the Army Social Media Handbook:

<http://www.slideshare.net/USArmySocialMedia/social-media-handbook-2013>.

(2) All official social media pages will be registered in the U.S. Army Social Media Directory at <http://www.army.mil/socialmedia>. Review the registration checklist before submitting:

[http://usarmy.vo.llnwd.net/e2/rv5\\_downloads/socialmedia/Registration\\_Checklist.pdf](http://usarmy.vo.llnwd.net/e2/rv5_downloads/socialmedia/Registration_Checklist.pdf).

(3) Branding (official name and logos) across all web platforms will be uniform.

(4) Publicly accessible sites will include a statement acknowledging the "official [PAGE] of [UNIT]" and categorized as a government page where applicable. Sites and pages should be named U.S. Army XXX (e.g. U.S. Army Fort Riley) or commander-approved names and logos (e.g., 1st Brigade, 25th Infantry Division). Do not use nicknames and mascots (e.g. "Dragons").

(5) Always include contact information on EOPs. Use official, rather than personal, phone numbers and email addresses.

(6) Facebook pages must include the DOD Social Media User Agreement, located under "General Information" <http://www.defense.gov/socialmedia/user-agreement.aspx>.

(7) Pages will be kept current and accurate to ensure credibility.

e. Administrators of EOPs will adhere to the following practices:



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(1) Establish a method to ensure thorough content review before posting – being mindful of this policy, OPSEC, the Uniform Code of Military Justice, For Official Use Only (FOUO) documents, the Freedom of Information Act (FOIA), and other relevant guidance.

(2) Respect copyright, privacy, fair use, financial disclosure, Equal Employment Opportunity and other applicable laws, when posting to social media sites.

(3) Social media posts will never imply endorsements or be used to sell commercial products or services.

(4) Always give proper credit to other's work and make sure you have permission before publishing it online.

(5) Do not publish or report on conversations that are meant to be pre-decisional or internal to the U.S. Army, unless your chain of command expressly gives permission.

(6) Do not post anything related to legal matters, litigation, or any parties with whom the U.S. Army may be in litigation.

(7) Always protect sensitive and critical information, such as protected acquisition and personally identifiable information (PII).

(8) Avoid political discussion or commentary. Review the Hatch Act and, during election cycles, reference the DOD Election Year Guidance.

6. **Point of contact:** The point of contact is Beth Clemons, ACC Web & Social Media Manager, telephone (256) 955-7648, or email: beth.clemons@us.army.mil.



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