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US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON
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FORT LEE, VA 23801-1720

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FORT LEE POLICY NO: 04-15

AUG 13 2015

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Social Media Policy

1. REFERENCES.

a. Department of Defense Instruction 8550.01, DoD Internet Service and Internet-Based Capabilities, 11 September 2012.

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

c. Office of the Chief of Public Affairs Memorandum, Standardizing official U.S. Army external official presences (social media), 10 January 2014.

d. CIO/G6 Memorandum, Responsible Use of Internet Based Capabilities, 25 March 2010

e. AR 360-1, The Army Public Affairs Program, 25 May 2011.

f. The United States Army Social Media Handbook, Version 3.2, March 2014.

2. PURPOSE. To establish requirements and guiding principles for the implementation and effective use of official U.S. Army social media sites (also known as External Official Presences, or EOPs) by Fort Lee organizations, and set standards of conduct for participation by personnel on official sites.

3. APPLICABILITY. This policy applies to commanders and Fort Lee personnel who are authorized to create and manage official social media sites (e.g. Facebook, Twitter, YouTube, Instagram) for U.S. Army organizations on Fort Lee. While all personnel are welcome to participate in social media, everyone who does so is expected to understand and follow these important guiding principles.

4. POLICY. Social media is a powerful communications tool. When used correctly, social media can help an Army organization reach an enormous audience. The guidelines set forth in this policy reinforce and build on those in the comprehensive Army Social Media Handbook and help to ensure the official use of social media presences by Fort Lee-based Army organizations is necessary and effective.

a. EOP Administrators. EOP administrators are personnel authorized to create and/or maintain official social media sites representing their organization and/or leadership. Administrators implement branding, post content, monitor user feedback and respond to users. Along with designating an administrator for a Fort Lee organization's official social media site, administrator access also must be granted to the Public Affairs Office (PAO) in the organization's chain of command to ensure continuity of operations in case the primary administrator vacates Fort Lee without designating a replacement. This is necessary to prevent unresponsive "ghost ship" sites, which confuse the public and make it difficult for organizations to reclaim their social media space in the future.

b. Training and Resources. EOP administrators are required to take two online courses. The Information Assurance Training Center offers the computer-based Operational Security (OPSEC) for External Official Presence Operators Course at <https://iatraining.us.army.mil>. Administrators also must take the DISA Social Networking Class, available at http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm. In addition to the required training, the Army Social Media Handbook is a must-read for EOP administrators and is available with other related resources online at www.slideshare.net/USArmySocialMedia. Garrison PAO will also provide social media administrator and awareness training to supported organizations upon request.

c. Register Official Sites. In order to maintain total visibility of Fort Lee social media presences – and to facilitate a local social media community of practice – all official U.S. Army social media presences managed by organizations on post must be registered with the Garrison PAO (this is in addition to registration requirements described in the Army Social Media Handbook). This must be done as soon as possible after the establishment of a new EOP, and anytime there is an EOP administrator change or addition, by sending the following information via e-mail to ArmyFortLee.PAO@mail.mil:

- (1) Rank, name, title, phone number and e-mail of EOP administrator(s).
- (2) Proof of training completion by EOP administrator(s) (required annually).
- (3) Confirmation that the appropriate PAO also has administrator access.

d. New Social Media Sites. Before establishing a social media presence, you should know what your organization plans to achieve with it. Also ensure your intended audience is reachable by the proposed platform, that you have the time and resources to maintain an active presence with daily monitoring, and that there is not already an existing social media presence that can meet your organization's needs. If you decide to set up a new EOP, ensure that it is categorized as a government page whenever the option is available. Also plan for uniform branding across all social media platforms (e.g. facebook.com/ArmyFortLee, youtube.com/ArmyFortLee, twitter.com/ArmyFortLee).

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e. Obtaining Approval. Per the 3 December 2013 Secretary of the Army memorandum titled "Delegation of Authority – Approval of External Official Presences," EOPs are "official public affairs activities." In addition to obtaining required command approval, Army organizations at Fort Lee must have approval from the PAO in their chain of command to create a new EOP.

f. Content Approval. Release authority is a critical component of maintaining official social media sites. Administrators should establish a method to ensure thorough content review before posting – being mindful of OPSEC, the Uniform Code of Military Justice, For Official Use Only (FOUO) documents, the Freedom of Information Act (FOIA), etc. Content that should NOT be posted on official sites includes, but is not limited to: unit/personnel rosters; information, other than authorized releases, about casualties prior to official confirmation that next of kin have been notified; information regarding events or incidents under investigation. Most social media platforms allow for the sharing of content posted by others – be cautious that you only share accurate information from official sources. When in doubt about suitability of content for public release, administrators should contact their Public Affairs Office for guidance.

g. OPSEC. While social media use is touted as a means of being transparent, security is paramount when it comes to sharing information using online platforms. Any information that may compromise OPSEC should not be discussed via Army-managed social media. EOP administrators are solely responsible for monitoring sites, and documenting and removing any OPSEC violations prior to bringing them to the attention of their organization's OPSEC officer or the Army's OPSEC program manager.

h. EOP Moderation. Ensure your social media presence includes rules of engagement (ROE) similar to those described in the Army Social Media Handbook; or use the ROE posted to [facebook.com/ArmyFortLee/info](https://www.facebook.com/ArmyFortLee/info) as a template. All online discussions and comments should be closely monitored by EOP administrators, but there should be a balance as not to over-moderate sites and conversations between users. Allow users connected to your EOP to fight your battles for you when possible. As they are not official representatives of the organization, they possess a different level of credibility that can help reinforce organizational values and positions.

i. Negative Comments. Do not shy away from negative comments. An open forum comes with certain risk of negativity and to avoid it can tarnish credibility. However, responses must be properly vetted / approved and accurately express the 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 ROE – not just if you do not personally like them or their message. Contact PAO if in doubt, and keep a log of all deleted malicious material.

j. Promotion and Endorsement. EOPs are not a place for personal advertisements nor endorsements. Administrators should remove any such content posted to EOPs.

k. Protected Information. Social media content must respect copyright, trademark, privacy, fair use, financial disclosure, and other applicable laws. Always give proper credit for another's work and make sure you have the right to use something, even with attribution. Do not publish pre-decisional or internal Army information unless authorized by the command. As a standard practice, avoid commenting on anything related to legal matters, litigation, or any parties to litigation involving the Army. Always protect sensitive information, such as protected acquisition and personally identifiable information.

l. Participation on EOPs. While a few of the following principles apply only to EOP administrators, the remainder form the basis for the expected online conduct of personnel on official sites or elsewhere online in an official capacity:

(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 is going on at Fort Lee. Remember that only commanders and their PAOs are authorized to speak on behalf of the command.

(3) Post meaningful, respectful content – 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 and protect proprietary information, content and confidentiality.

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

(7) Be transparent. Your honesty – or dishonesty – will be quickly noticed online. Do not lie or mislead people with your communications.

(8) Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. You create perceptions about yourself and Fort Lee simply by identifying yourself as a Soldier, employee or Family member affiliated with Fort Lee. What you post is viewable by commanders, supervisors and the public, so be sure all content associated with you is consistent with your values and professional standards, and those of the Army and Fort Lee.

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

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(10) Are you adding value? Social communication should be thought-provoking and build a sense of community. If your posts help people improve knowledge or skills, solve problems, or understand the Army and Fort Lee better, they are adding value.

(11) Your Responsibility. What you write is ultimately your responsibility. Participation is not a right but an opportunity; 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 social media 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 cannot get them back. Inflammatory discussions will be removed by site administrators.

(14) If it gives you pause, pause. If content you plan to post makes you even slightly nervous, take a minute to review these guidelines and figure out what is bothering you. Ultimately, what you publish is yours, as is the responsibility.

(15) Online conduct should be professional, especially for those in leadership positions. If you would not say it in front of a formation, do not say it online.

(16) Photos and video can speak volumes – even if they are well-intentioned, they can be misinterpreted. Make sure the photos or videos you post – or that feature you – are appropriate. A good question to ask is, “Would it be OK if this appeared on the nightly news?” Do not allow something to be posted if it could be interpreted as inappropriate, or it may generate negative perceptions about you, Fort Lee or the Army.

(17) Using an official position to promote oneself online for personal or financial gain is inappropriate and can hurt the reputation of the Army and individual command.

5. **PROPONENT.** The proponent for this policy is the Garrison Public Affairs Officer, (804) 734-7451 / ArmyFortLee.pao@mail.mil.

6. **EFFECTIVE DATE.** This policy becomes effective immediately upon signature.



PAUL K. BROOKS
COL, LG
Commanding

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