

ALARACT 073/2022

DTG: R 271153Z OCT 22

UNCLAS

SUBJ/ALARACT 073/2022 – ARMY SOCIAL MEDIA POLICY

THIS ALARACT MESSAGE HAS BEEN TRANSMITTED BY JSP ON BEHALF OF HQDA, CHIEF, PUBLIC AFFAIRS

1. REFERENCES:

1.A. DODI 5400.17, OFFICIAL USE OF SOCIAL MEDIA FOR PUBLIC AFFAIRS PURPOSES, 12 AUGUST 2022

1.B. AR 360-1, THE ARMY PUBLIC AFFAIRS PROGRAM

2. (U) PURPOSE. THIS ALARACT PROVIDES INFORMATION TO ENSURE ARMY COMPLIANCE WITH DOD SOCIAL MEDIA USE POLICY.

2.A. (U) DODI 5400.17 ESTABLISHES DOD-WIDE POLICIES AND PROCEDURES TO CREATE AND MAINTAIN AN OFFICIAL SOCIAL MEDIA PLATFORM OR EXTERNAL OFFICIAL PRESENCE, SPECIFYING CORE PRINCIPLES FOR DOD SOCIAL MEDIA USE AND MANDATORY RECORDS MANAGEMENT AND ARCHIVAL TASKS.

2.B. (U) AR 360-1 PROVIDES DIGITAL MEDIA MANAGEMENT GUIDANCE FOR SOCIAL MEDIA USE AND ONLINE CONDUCT.

3. (U) THE OFFICE OF THE CHIEF OF PUBLIC AFFAIRS (OCPA) REVIEWED EACH LINE ITEM FROM THE DODI POLICY TO ASSESS THE ASSOCIATED RISK. THE DODI CONTAINS CHANGES TO DOD PUBLIC AFFAIRS POLICY THAT MAY IMPACT ARMY'S CREDIBILITY, COMMUNICATION OBJECTIVES, OR PRESENT LEGAL RAMIFICATIONS IF NOT IMMEDIATELY ADDRESSED:

3.A. (U) NEW AND EMERGING PLATFORMS. PUBLIC AFFAIRS AND SOCIAL MEDIA MANAGERS MUST NOT TEST, USE, OR OTHERWISE ENGAGE ON NEW PLATFORMS (INCLUDING ON PERSONAL DEVICES) PRIOR TO DEFENSE INFORMATION SYSTEM AGENCY REVIEW AND APPROVAL FOR OFFICIAL USE.

3.A.1. (U) PUBLIC AFFAIRS AND SOCIAL MEDIA MANAGERS MUST COORDINATE WITH THE COMPONENT'S CHIEF INFORMATION OFFICER BEFORE SUBMITTING A REQUEST THROUGH DISA'S DOD APPLICATION VETTING ENVIRONMENT.

3.A.2. (U) PUBLIC AFFAIRS AND SOCIAL MEDIA MANAGERS MUST ALSO CONSIDER THE COMMUNICATION VALUE OF EXPANDING THEIR DIGITAL PRESENCE AND CONDUCT DATA-DRIVEN RESEARCH ANALYSIS OF NEW PLATFORMS.

3.B. (U) OFFICIAL ACCOUNT TYPES.

3.B.1. (U) THE DOD MUST USE OFFICIAL ORGANIZATIONAL, OFFICIAL INSTITUTIONAL, AND INDIVIDUAL ACCOUNTS TO RELEASE OFFICIAL INFORMATION AND IMAGERY.

3.B.2. (U) DOD PERSONNEL MUST NOT USE PERSONAL SOCIAL MEDIA ACCOUNTS FOR OFFICIAL PURPOSES OF CONVEYING DOD INFORMATION OR OFFICIAL DOD POSITIONS.

3.C. (U) OFFICIAL INSTITUTIONAL ACCOUNTS.

3.C.1. (U) SOCIAL MEDIA MANAGERS WILL ARCHIVE THE ENTIRETY OF AN OFFICIAL ACCOUNT, INCLUDING ALL IMAGERY, POSTS, AND MESSAGES.

3.C.2. (U) OUTGOING OFFICIALS MAY NOT MAINTAIN OR TRANSFER OFFICIAL ACCOUNTS TO ANOTHER OFFICIAL OR PERSONAL ACCOUNT.

3.D. (U) CAPTURING SOCIAL MEDIA.

3.D.1. (U) SOCIAL MEDIA MANAGERS AND OTHER PUBLIC AFFAIRS PERSONNEL ARE RESPONSIBLE FOR RETAINING SOCIAL MEDIA CONTENT ON BEHALF OF THE ARMY.

3.D.2. (U) THE ARMY MUST PROVIDE TRAINING TO SOCIAL MEDIA MANAGERS IN ORDER TO CAPTURE COMPLETE OFFICIAL SOCIAL MEDIA RECORDS, INCLUDING CONTENT, CONTEXT, AND STRUCTURE.

3.E. (U) TRANSPARENCY.

3.E.1. (U) SOCIAL MEDIA ACCOUNT MANAGERS WILL NOT REMOVE SOCIAL MEDIA CONTENT FROM OFFICIAL ARMY ACCOUNTS UNLESS THERE IS A FACTUAL OR TYPOGRAPHICAL ERROR; VIOLATION OF A LAW, POLICY, TERM OF SERVICE, OR USER AGREEMENT; OR AN OPERATIONS OR INFORMATION SECURITY CONCERN.

3.E.2. (U) WHEN REMOVING CONTENT, SOCIAL MEDIA MANAGERS WILL PUBLICLY ACKNOWLEDGE AND COMMUNICATE TO AUDIENCES THE SPECIFIC REASON FOR THE REMOVAL.

3.F. (U) MISUSE OF POSITION.

3.F.1. (U) DOD PERSONNEL MAY NOT USE THEIR OFFICIAL POSITION OR PUBLIC OFFICE FOR PRIVATE GAIN, FOR THE ENDORSEMENT OF ANY PRODUCT, SERVICE, OR ENTERPRISE, OR THE PRIVATE GAIN OF FRIENDS, RELATIVES, OR OTHER ACQUAINTANCES.

3.F.2. (U) THIS INCLUDES THE USE OF ANY REFERENCE TO ONE'S STATUS, NAME, IMAGE, OR LIKENESS AS A DOD EMPLOYEE OR MEMBER OF THE UNIFORMED SERVICES.

4. (U) OCPA WILL CONDUCT A MAJOR REVISION OF AR 360-1 TO INCLUDE ALL POLICY UPDATES AND A NEWLY ESTABLISHED DEPARTMENT OF THE ARMY PAMPHLET 360-X FOR ALL PROCEDURAL GUIDANCE. BOTH PUBLICATIONS ARE PROJECTED FOR SUBMISSION TO ARMY WORLDWIDE STAFFING IN Q1 FY23.

5. (U) THE POINT OF CONTACT FOR ARMY SOCIAL MEDIA IS THE OFFICE OF THE CHIEF, PUBLIC AFFAIRS AT USARMY.PENTAGON.HQDA-OCPA.MBX.DMDCXM@ARMY.MIL

6. THIS ALARACT MESSAGE EXPIRES ON 30 SEPTEMBER 2023.