



Social Media Roundup

# Army Social Media Policy

Standard Operating Procedure,  
Memorandums, Regulations and Guidance



# The basics

## Social Media Fact

*Standing operating procedures, memorandums, regulations and guidance. You can find it all at the Army's slideshare site:*

*<http://www.slideshare.net/usarmysocialmedia>*

- Policy, regulation and guidance is the foundation of Army operations. Although Social media is still a new and evolving communication tool, it is not without it's own set of policies and guidelines.
- The Army's social media Slideshare site is an invaluable source of social media information and guidance. The site offers operating procedures, memorandums and a variety of other tools.
- This edition of the Social Media Roundup will breakdown and discuss the major social media documents and highlight the main takeaways.



# DTM 09-026



DEPUTY SECRETARY OF DEFENSE  
1010 DEFENSE PENTAGON  
WASHINGTON, D.C. 20301-1010

February 25, 2010  
*Change 1: September 16, 2010*

MEMORANDUM FOR: SEE DISTRIBUTION

SUBJECT: Directive-Type Memorandum (DTM) 09-026 - Responsible and Effective Use of Internet-based Capabilities

References: See Attachment 1

Purpose. This memorandum establishes DoD policy and assigns responsibilities for responsible and effective use of Internet-based capabilities, including social networking services (SNS). This policy recognizes that Internet-based capabilities are integral to operations across the Department of Defense. This DTM is effective immediately; it will be converted to a new DoD issuance *within 180 days. This DTM shall expire effective March 1, 2011.*

Applicability. This DTM applies to:

- OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the Department of Defense (hereafter referred to collectively as the "DoD Components").
- All authorized users of the Non-Classified Internet Protocol Router Network (NIPRNET).

Definitions. Unless otherwise stated, these terms and their definitions are for the purpose of this DTM.

- DTM 09-026 paved the way for Army social media. It laid the groundwork for what has become a powerful and effective social media communication strategy.
- Major takeaways of DTM 09-026:
  - The DoD DTM opens up access to social media platforms across the NIPRNET.
  - Restrictions to social media sites are authorized but should only be done "temporarily" and restrictions must be commensurate with the risks. That means commanders still have the authority to shut down social media access but they must have a clear justification, and if they consider a long-term restriction, the risk needs to justify it.
  - Public Affairs Officers should be aware of official social media presences but don't have ultimate responsibility for every one.

<http://slidesha.re/bVpW0G>



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# Standard Operating Procedure



DEPARTMENT OF THE ARMY  
OFFICE OF THE CHIEF OF PUBLIC AFFAIRS  
ONLINE AND SOCIAL MEDIA DIVISION  
1500 ARMY PENTAGON  
WASHINGTON DC 20301-1500

01 November 2010

SUBJECT: Standardizing official U.S. Army external official presences (social media)

1. References:

- a. Secretary of the Army Memorandum – Delegation of Authority – Approval of External Official Presences, 21 Oct. 2010
- b. Directive Type Memorandum DTM 09-026, Responsible and Effective Use of Internet Based Capabilities, 25 February 2010
- c. CIO/G6 Memorandum, Responsible Use of Internet Based Capabilities, 2010

2. The purpose of this memorandum is to standardize Army-wide External Official Presences (EOPs) (aka social media sites).

3. IAW Delegation of Authority memorandum (referenced above) commands are authorized to establish EOPs.

4. U.S. Army Family Readiness Groups may establish an official presence with the approval of their command. It is possible the unit's official page also serves the dual purpose as a platform for its Family Readiness Group to disseminate information, however, if the command elects to have separate pages they must adhere to the same standards.

5. All U.S. Army EOPs, to include pages on Facebook, Twitter, Flickr, YouTube, blogs and any other platform must adhere to the following standards:

- a. must be categorized as a government page
- b. include the Commander approved names and logos (i.e. 1<sup>st</sup> Brigade, 25<sup>th</sup> Infantry Division [Family Readiness]), not nickname nor mascot (i.e. not the "dragons")
- c. branding (official name and logos) across all social media platforms (i.e. Facebook, Twitter) are uniform
- d. include a statement acknowledging this is the "official [Facebook] page of [enter your unit or organizations name here] [Family Readiness]"
- e. Facebook pages must default to the "Just [your unit or organization's]" on the wall (Do this by selecting "edit page," then "manage permissions." Drop down under the "wall tabs page" and select "only post by page"). This results in command information being

- This standard operating procedure deals specifically with standardizing Army-wide external official presences to include Facebook, Twitter, Blogs, YouTube, etc.
- Major takeaways:
  - All external official presences must adhere to list of established standards.
  - The Office of the Chief of Public Affairs has the right to deny any page during the approval process if one or more of these guidelines are not followed.
  - All social media presences must be registered through the Army at [www.army.mil/socialmedia](http://www.army.mil/socialmedia)
  - U.S. Army Family Readiness Groups may establish an official presence with the approval of their chain of command.

<http://slidesha.re/dkQ7u1>

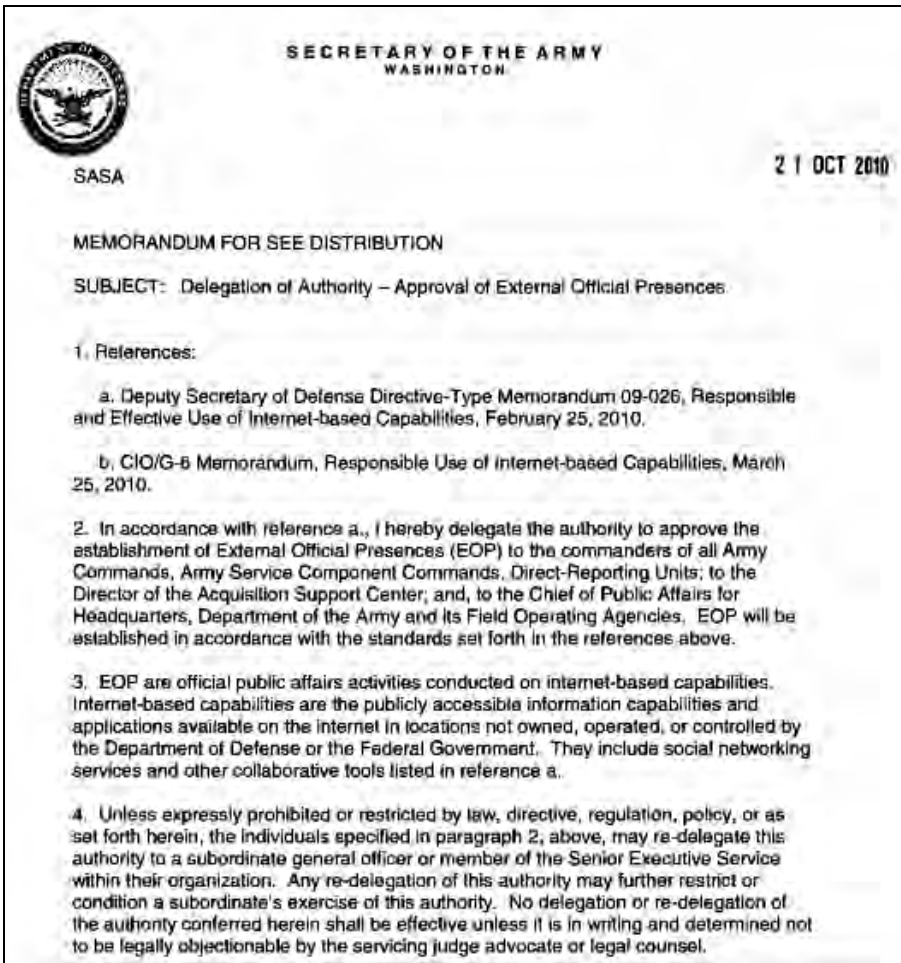


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# Delegation of Authority



- This regulation delegates the authority to approve the establishment of external official presences.
- Major takeaways:
  - This regulation clarifies who can approve external official presences.
  - This regulation includes the authorization of social networking services and other collaborative tools.
  - Unless prohibited, individuals responsible for approving external official presences can re-delegate authority to a subordinate general officer or member of the senior executive service.

<http://slidesha.re/dkQ7u1>



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## Strategy Guides



- The U.S. Army Social Media Slideshare site houses downloadable social media strategy guides for all the major platforms.
- These documents details what the Army aims to achieve by using these platforms and helps organizations get a better feel for what right looks like.
- Guides include strategy for:
  - Facebook
  - Twitter
  - YouTube
  - Flickr
  - Blogs

# OPSEC guidance

- OPSEC is always a primary concern among leadership.
- It's important to know that social media is a quickly evolving means of distributing information and that means OPSEC is more important than ever before.
- This document offers basic OPSEC guidelines for Social media and it too can be found on the Slideshare site.

## OPSEC AND SOCIAL NETWORKING SITES

SOCIAL NETWORKING SITES (SNS), like Facebook® and Twitter®, are software applications that connect people and information in spontaneous, interactive ways. While SNS can be useful and fun, they can provide adversaries, such as terrorists, spies and criminals, with critical information needed to harm you or disrupt your mission. Practicing Operations Security (OPSEC) will help you to recognize your critical information and protect it from an adversary. Here are a few safety tips to get you started.

### SAFETY CHECKLIST

#### Personal Information

Do you:

- Keep sensitive, work-related information OFF your profile?
- Keep your plans, schedules and location data to yourself?
- Protect the names and information of coworkers, friends, and family members?
- Tell friends to be careful when posting photos and information about you and your family?

#### Posted Data

Before posting, did you:

- Check all photos for indicators in the background or reflective surfaces?
- Check filenames and file tags for sensitive data (your name, organization or other details)?

#### Passwords

Are they:

- Unique from your other online passwords?
- Sufficiently hard to guess?
- Adequately protected (not shared or given away)?

#### Settings and Privacy

Did you:

- Carefully look for and set all your privacy and security options?
- Determine both your profile and search visibility?
- Sort "friends" into groups and networks, and set access permissions accordingly?
- Verify through other channels that a "friend" request was actually from your friend?
- Add "untrusted" people to the group with the lowest permissions and accesses?

#### Security

Remember to:

- Keep your anti-virus software updated.
- Beware of links, downloads, and attachments just as you would in e-mails.
- Beware of "apps" or plugins, which are often written by unknown third parties who might use them to access your data and friends.
- Look for HTTPS and the lock icon that indicate active transmission security before logging in or entering sensitive data (especially when using wi-fi hotspots).

THINK BEFORE YOU POST! Remember, your information could become public at any time due to hacking, configuration errors, social engineering or the business practice of selling or sharing user data. For more information, visit the Interagency OPSEC Support Staff's website.

<http://slidesha.re/cjFKx1>



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# Planning documents

- Posting content to social media platforms should not be a last minute decision.
- To maximize the effectiveness of a social media campaign, it's important to plan ahead.
- The Online and Social Media Division uses specific documents to plan for major Army events. It also plans social media strategies for each week.
- These templates are available on the Slideshare site.

U.S. Army Social Media Strategy for the week of: <u>Week</u>					
	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Theme:</b>	Question	Facebook feature	Sharing stories online	Women's Equality Day	Soldiers and Families
<b>LOE:</b>	Strategic Environment	Equip and Train	Equip and Train	Strategic Environment	Soldiers & Families
<b>Flickr:</b>	Pull 3-5 photos from various sites	Pull 3-5 photos from various sites	Pull 3-5 photos from various sites	Pull 3-5 photos highlighting women in the Army	Pull 3-5 photos highlighting Military Families
<b>Photo of day:</b>	"Convoy Fights off Insurgent Ambush" 6,075 total views	"The Wall Hanger" 7,373 total views	"In the Early Morning Light" 3,888 total views	"Don't Look Down" 6,086 total views	Soldier/Family Oriented
<b>Facebook:</b>	#1: Photo of the Day #2: Question: "Army Inspiration" (over 1,330 comments) #3: Birthplace of National Guard (army.mil)	#1: Photo of the Day #2: Highlight "Ft. Benning" #3: Promote Army Videos on iTunes	#1: Photo of the Day #2: G/8 Video (Army Modernization) #3: Promote Women's Equality Day	#1: Photo of the Day #2: Women in Army History (army.mil/women) #3: Personality Profile of Women Soldier	#1: Photo of the Day #2: Family Tour BCT (army.mil feature) #3: Question: Improvements in supporting Military Family
<b>Tweets:</b>	#1: Photo of the Day #2: Trivia: 7 Core Values (over 10 responses) #3: Question: "Army Inspiration" (over 25 responses)	#1: Photo of the Day #2: Cross Benning #3: Promote on iTunes	#1: Photo of the Day #2: Cross Benning #3: Promote on iTunes	#1: Photo of the Day #2: Cross Benning #3: Promote on iTunes	#1: Photo of the Day #2: Cross Benning #3: Promote on iTunes
<b>Blog:</b>	"To Protect & Defend"-Army Inspiration	Army Blog (Army Today)	Army Blog (Army Today)	Army Blog (Army Today)	Army Blog (Army Today)
<b>STAND-TO!</b>	Pain Management	Soldier A	Soldier A	Soldier A	Soldier A
<b>Goal:</b>	To educate & engage with audience	To promote initiative audience	To promote initiative audience	To promote initiative audience	To promote initiative audience
<b>Measure of Effectiveness</b>	FB: 3 posts; 629 likes, 120 comments (aver. per post) Twitter: 4 tweets; 42 re-tweets Blog: 3148 page views	FB: 3 posts; 629 likes, 120 comments (aver. per post) Twitter: 4 tweets; 42 re-tweets Blog: 3148 page views	FB: 3 posts; 629 likes, 120 comments (aver. per post) Twitter: 4 tweets; 42 re-tweets Blog: 3148 page views	FB: 3 posts; 629 likes, 120 comments (aver. per post) Twitter: 4 tweets; 42 re-tweets Blog: 3148 page views	FB: 3 posts; 629 likes, 120 comments (aver. per post) Twitter: 4 tweets; 42 re-tweets Blog: 3148 page views

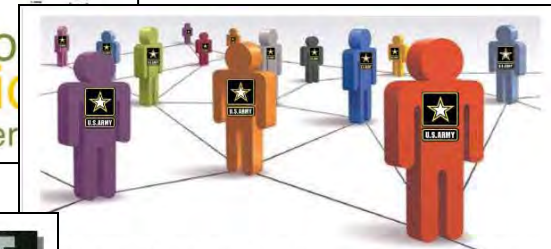
U.S. Army Social Media Strategy: October 6, 2010 – MOH	
<b>Theme:</b>	Medal of Honor recipient SSG Robert Miller
<b>LOE:</b>	Soldiers and Families
<b>Flickr/Photo of the Day:</b>	Photo of the Day: Official Medal of Honor poster (over 3100 views, over 2400 clicks) Flickr: SSG Sweetnam created a Medal of Honor Set-10 photos in set, over 3400 views (excluding Official MOH poster)
<b>Facebook:</b>	Facebook post 1: Photo of the Day: Official Medal of Honor poster (posted 0630)  Facebook post 2: Staff Sergeant Miller's extraordinary valor ultimately saved the lives of seven members of his own team and 15 Afghan National Army Soldiers in Barikowt, Afghanistan. Visit <a href="http://www.army.mil/medalofhonor/miller">http://www.army.mil/medalofhonor/miller</a> to learn more about SSG Miller and to view the "battlecave" - a video re-creation of his acts of heroism and selflessness.  Facebook post 3: SSG Robert Miller graduated from the U.S. Army Special Forces Command (Airborne) Qualification Course Sept. 26, 2004, and the Special Forces Weapons Sergeant Course March 4, 2005. View the White House Ceremony awarding SSG Miller's parents the Medal of Honor LIVE today at 1:45 EST (link to White House site).
<b>Twitter:</b>	#USArmy Photo of the Day: "Medal of Honor" <a href="http://bit.ly/bgmy5B">http://bit.ly/bgmy5B</a> . Today, President Obama will posthumously award the Medal of Honor.  Visit <a href="http://www.army.mil/medalofhonor/miller">http://www.army.mil/medalofhonor/miller</a> to learn more about SSG Miller and his acts of heroism and selflessness. #USArmy  In less than five minutes, SSG Miller will be posthumously awarded the Medal of Honor. Watch the ceremony <a href="http://bit.ly/9e1K36">http://bit.ly/9e1K36</a>  Speaking of #USArmy SSG Miller, President Obama said, "The courage he displayed that day reflects every virtue that defines his life."  President Obama to #USArmy SSG Miller's Family: You gave your only son to America and America is forever grateful.
<b>Blog:</b>	Repurposed Army's STAND-To! Included hyperlinks to STAND-TO!, microsite, and Flickr page (MOH photo set).
<b>Army.mil:</b>	SSG Robert J. Miller Microsite: <a href="http://www.army.mil/medalofhonor/miller">http://www.army.mil/medalofhonor/miller</a>  Live stream of White House ceremony featured on Army.mil Homepage





# Presentations

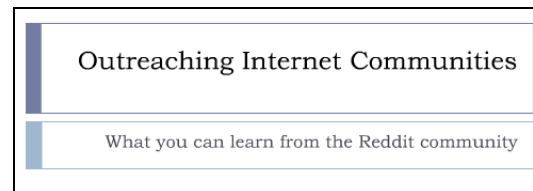
- There are multiple audiences interested in using social media. In addition to Army units and commanders, other entities like Family Readiness Groups often request information about social media.
- The Slideshare site maintains over a dozen social media presentations that can be downloaded and repurposed.
- These slide decks are designed and presented by the Online and Social Media Division.



Army Social Media: harnessing the power of networked communications



Provided by the U.S. Army Office of the Chief of Public Affairs Online and Social Media Division The Pentagon



# Conclusion

- Social media guidance is just a click away. The Army's Slideshare site is an excellent resource. It provides social media regulations, memorandums, guidance, best practices, and presentations – all in one spot.
- Users can also find more social media guidance on the DoD Social Media Hub. This site was designed to provide social media guidance from all branches of the military.
- Social media is an exciting space, but operating within the regulations and established policies can mean the difference between a successful social media campaign and a public relations nightmare.



<http://www.slideshare.net/usarmysocialmedia>



<http://socialmedia.defense.gov/>



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# Contact information

Have questions? Please feel free to reach out to us at the Online and Social Media Division

Email:

Ocpa.osmd@us.army.mil



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