Social Media Roundup

Army Social Media Policy
Standard Operating Procedure, Memorandums, Regulations and Guidance
The basics

- 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 its 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.

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
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
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
- U.S. Army Family Readiness Groups may establish an official presence with the approval of their chain of command.

http://slidesha.re/dkQ7u1
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
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.

http://slidesha.re/cjFKx1
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.
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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.
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/
Contact information

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

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