Army Social Media

Social media is a powerful tool we use to communicate on a daily basis to tell the Army's story. It offers an opportunity to inform, influence and engage your audience with content that communicates the values of your organization.

This website will acquaint you with your role in Army social media and provide you with policies, guidance and recommendations on how you can become a more effective communicator and representative of the U.S. Army – creating an environment where trusted information is disseminated to the Army Family and the public.

POLICIES AND GUIDANCE

- Social Media Protection: A Handbook for Privacy & Security Settings
- ALARACT 058/2018 – Professionalization of Online Conduct
- HASC Hearing on Social Media Policies
- Tri-signed Letter: Online Conduct
- Social Media and the Hatch Act
- DODI 8170.01 – Online Information Management and Electronic Messaging
- Disposition of Official Social Media Accounts
- Secretary of the Army Memo – Delegation of Authority Approval of External Official Presences
- DOD 1344.10 – Political Activities by Members of the Armed Forces
- AR 600-20 – Army Command Policy
- DODI 1300.18 – Personnel Casualty Matters, Policies, and Procedures
- Guidance on Transition and Archiving of Official Social Media Accounts

MANDATORY TRAINING

- Social Networking and Your Online Identity
- OPSEC for EOP Operators

RECOMMENDED SOCIAL MEDIA TRAINING

- Sprinklr Training: Listening Dashboards, Reporting and Sub-Campaigns
- DINFOS Pavilion
- Facebook Blueprint eLearning
- YouTube Creator Academy
- Twitter Flight School

RESOURCES

- OCPA PA portal (CAC login)
- CP-22 Management Office

Where can I find the 'Social Media Handbook'?

You are looking at it and yes, it is printer friendly. The previous PDF handbook was transformed to a website in 2016. Updates can be made more frequently, keeping the field current and targeted information sought out easier to access.

What is a release authority?

Delegated release authority is from the commander. Social media managers are not authorized to speak on behalf of the unit, the commander or the Army without delegated release authority. The commander's release authority is usually equal to his or her authority in other matters. Just because a commander has command and control of his installation in such matters as personnel, housing and operations, it doesn't always mean he is authorized to release information about events that happen on or near his installation.

If I don't have release authority, can I still have an official social media platform?
Yes. However, It must be approved by the commander and it still must follow DOD and U.S. Army requirements. Please refer to requirements on the "managers" page. Without a releasing authority reviewing all content before it is published, it cannot qualify to be registered in the social media directory.

How can I get verified by Facebook, Twitter, or Instagram?

Each platform has different requirements in obtaining a badge:

- Facebook: Request a badge at https://www.facebook.com/help/media/ or contact a member of the social media team.
- Twitter: Not accepting any public submissions for verification and have introduced new guidelines for the program.

- Instagram: Right now, only some public figures, celebrities and brands have verified badges. It's not currently possible to request or purchase a verified badge.

How do I report imposters posing as my senior leader?

Please refer to the "Scams" page on how to report to each platform. For Facebook, please contact OCPA DMD to gain access to the media support portal. You must be the admin of your senior leader's page.

Can a Soldier or former Soldier request that a photo of them be removed form an official Army.mil story or social media post?

If the Soldier was photographed in his or her uniform while performing official duties, then no, the photo cannot be removed. Soldiers do not have an expectation of privacy rights when photographed in uniform while performing their Army duties. In certain cases, the photo can be removed if an official letter is presented from the Soldier's commander or U.S. Army Criminal Investigation Command (CID) demonstrating that the continued presence of the photo or photos would constitute an unwarranted invasion of the Soldier's privacy, violates OPSEC, or endangers safety.

Can I use copyrighted images, photos or videos on social media?

Yes, however, there are strict restrictions such as written permission to use the content and more. Learn more at: https://www.army.mil/article/228502/

Can I "boost" posts or buy ads on social media?

No, the only Army assets that are authorized to use money on social media ads are recruiting organizations and the Army Marketing Group. Learn more at: https://www.army.mil/article/228502/

PRO TIPS
HTTPS://WWW.ARMY.MIL/SOCIALMEDIA/?FBCLID=IWAR1TOX3UO2RUSAURMYVONDFPQRFMU-HPU1RRJNYBWN9GGWPS7SY5AYUPSI0

External Links Disclaimer: The appearance of hyperlinks to external sites does not constitute endorsement by the Department of the Army of the linked website or the information, products or services contained therein. For other than authorized activities such as military exchanges and Morale, Welfare and Recreation sites, the Department of the Army does not exercise any editorial control over the information you may find at these locations. Such links are provided consistent with the stated purpose of this DoD website.

ALL PLATFORMS

- Important Social Media Trends for 2021
- Social Media Strategy
- Ways to Use Data to Create Better Social Media Content
- Social Media Guidelines to safeguarding personal & unit information
- Understanding the Social Media Algorithm
- Adobe Education Exchange
- Best Mobile Photo Editing Apps
- Tips for Creating Quick and Easy Social Media Graphics
- Easily Design Social Media Images

FACEBOOK

- How the Facebook Algorithm Works and How to Make it Work for You
- Facebook Posting Strategy
- Closed Captioning

INSTAGRAM

- Best Instagram Marketing Tips

TWITTER

- How to Increase Twitter Followers
- Social Marketing Through Better Analytics

- Optimize Tweets With Cards
- Fleets: A New Way to Join the Conversation

YOUTUBE

- YouTube Marketing: A Complete Guide to Creating, Promoting, and Optimizing Your Video Content
- Creator Academy
- Live Streaming on YouTube