DEPARTMENT OF THE ARMY
HEADQUARTERS, 3RD BATTALION, 2ND AIR DEFENSE ARTILLERY REGIMENT
3906 MOW-WAY ROAD
FORT SILL, OKLAHOMA 73503

AFVL-RTB-BC 12 June 2019

MEMORANDUM FOR All Soldiers Assigned/Attached to the 3-2 ADA Battalion

SUBJECT: Policy Letter #10 – Social Media

1. References:

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

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

c. Officer of the Chief of Public Affairs Memorandum, Standardizing Official U.S. Army External Official Presences (Social Media), dated 10 January 2014.

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

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

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

2. Purpose. To establish guiding principles for the effective use of social media, and set standards of conduct for all Soldiers, Civilians, and Family members within the "Lethal-Strike" Battalion.

3. General. Social media is a shift in the way we as a culture communicate. By using the internet based platforms such as Facebook, Twitter, Flickr, and Youtube, social media provides new ways to learn, interact, and connect. In the world of social media, the perception of truth can be just as powerful as the truth itself.

4. Understanding the risks of social media is incredibly important as resultant transparency can have unintended ill effects. The Army has developed training to help Soldiers and Family members use social media responsibly; this training can be found at http://www.slideshare.net/USArmySocialMedia. Security procedures to consider when using social media include:

a. Set security options for privacy settings to "friends only."

b. Do not reveal sensitive information about yourself such as schedules and event locations.

c. Ask, "What could the wrong person do with this information? Could it compromise the safety of myself, my Family or my unit?"

d. Geotagging is a feature that reveals your location to others. Consider turning off the GPS function of your smartphone and digital camera.

e. Photos and videos go viral quickly. Closely review them before posting to ensure they don't give away sensitive information that could be harmful if released.

f. Talk to your Family about Operations Security (OPSEC). Be sure that they know what can and cannot be posted.

g. Providing too much information in your profile can leave you exposed to people who want to steal your identity or sensitive operational information.

5. Soldiers are authorized to use and belong to a variety of social media platforms so long as such involvement does not violate unit policy and the basic guidelines of the Uniform Code of Military Justice (UCMJ). Soldiers' use of social media must abide by the UCMJ at all times. Commenting, posting, or linking to material that violates the UCMJ or basic rules of Soldier conduct is strictly prohibited.

6. Social media provides the opportunity for Soldiers to speak freely about their activities and interests. However, Soldiers are subject to UCMJ even when off duty; thus, talking negatively about supervisors or releasing sensitive information remains punishable under UCMJ anytime, anywhere. Soldiers must remember that once logging onto a social media platform, they still represent the U.S. Army and our profession.

7. Unfortunately, there are many who use the social media venue to exact passive aggressive behavior by attacking others or making belittling comments to incite negative emotions towards organizations or individuals through their postings. I will not tolerate such actions that incite such emotions towards this command or any such actions that subject others to cyber harassment or bullying. Soldiers and Family members must think before posting; the best way to deal with issues is face to face with the chain of command or individual with whom you feel you have a grievance. Social media should never replace the true value and benefit of personal interaction.

8. Soldiers and Family members must always remember to use social media in a professional and mature manner. Those victimized by postings that are irresponsible retain legal rights against those who post and perpetuate irresponsible postings. Slander is still a chargeable offense in civil law and such unprofessional behavior subjects Soldiers to UCMJ. Furthermore, Soldiers remain accountable for the actions of their dependents.

9. Leaders in this battalion will ensure their professional conduct online and ensure online relationships function in the same manner as professional relationships in person; there is no distinction between the digital world and the real world. It is every Leader's responsibility to monitor Soldiers' conduct on social media platforms. If evidence is found of a Soldier violating command policy or UCMJ in the social media realm, then Leaders are required to respond in the same manner as if they personally witnessed the act in any other environment.

10. It is not appropriate to use rank, job, and/or responsibility in order to promote oneself online for personal or financial gain. Such actions can damage the image of the U.S. Army, Fort Sill and the Fires Center of Excellence, and this command.

11. A copy of this policy will be permanently posted on unit bulletin boards. Unit Commanders will ensure each Soldier is briefed on the provisions and conditions of this policy during the Soldier's initial unit orientation.

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