



# SOCIAL MEDIA 101

U.S. Army Training and Doctrine Command  
Communication Directorate (CD)  
Command Information (CI) Section



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# Communication Directorate (CD)



- **CD and “Public Affairs”**
- **Information Advantage Activities – Social Media Impact on the Operational Environment**
- **Commander - PAO relationship**

*“Public affairs is the primary capability supporting the commander’s task to inform. This task provides information to global and domestic audiences that accurately describes operations or provides information pertinent to selected publics in the area of operations. Public affairs provides publics with facts so they can increase knowledge or make their own decisions. Providing credible, accurate, and timely information serves as the best means to counter misinformation, disinformation, and propaganda. Maintaining trust, transparency, and credibility are critical when providing public information.” – FM 3-61*



# Why Use Social Media?



ACHIEVE YOUR COMMUNICATION EFFECTS



COMMUNICATE DIRECTLY WITH YOUR AUDIENCE

GET YOUR MESSAGE OUT, THE WAY YOU WANT IT



COMBAT IMPOSTORS WITH YOUR VERIFIED ACCOUNT



MAINTAIN A POSITIVE COMMAND CLIMATE

BRIDGE GEOGRAPHICAL DIVIDES



QUICK WAY TO INFORM DURING EMERGING SITUATIONS



**USE SOCIAL MEDIA TO COMMUNICATE WITH SOLDIERS, DA CIVILIANS, & FAMILIES EVERYWHERE — AS WELL AS THE GENERAL PUBLIC.**



# *Do You Need a New Page/Account?*



- **Are there existing accounts you can use?**
- **Is your account sustainable and/or enduring?**
- **Who will be your administrator? Who is the approval authority for release?**
- **Setting up a page:**
  - Do the training and get certified by the Communication Directorate
  - Provide pertinent information to CD CI (varies by platform)
    - Typically name, email address, mobile number, and preferred username & password
  - CI will also have administrative privileges



# Training



- **Required (CAC Login)**
  - [OPSEC Level I Training](#) (Search “OPSEC”)
  - [DOD Cyber Exchange - Social Networking and Your Online Identity](#)
  
- **Recommended**
  - [Defense Information Systems Agency course](#)
  - [Social Networking v2.1](#)
  - [OPSEC Support Staff \(IOSS\) courses 3500](#) and [1500](#)
  
- [\*\*Army Social Media Manager Website\*\*](#)





# Social Media Guidance



## What is your Social Media TTP?

**THINK** ABOUT WHAT MESSAGE IS BEING COMMUNICATED AND WHO COULD POTENTIALLY VIEW IT.

**TYPE** MESSAGES THAT ARE CONSISTENT WITH OUR U.S. ARMY VALUES.

**POST** IF THE MESSAGE DEMONSTRATES DIGNITY AND RESPECT FOR SELF AND OTHERS.

## SOCIAL MEDIA CONDUCT

- Online conduct should reflect the tenets of the Army Profession.
- Personnel using social media must abide by instruction at all times, even when off duty.
- Commenting, posting and linking to material that violates policy or basic rules of personnel conduct are prohibited, along with talking negatively about supervisors or releasing sensitive information.

### TOPICS TO AVOID

- Selective benefit.
  - Army participation must not selectively benefit (or appear to benefit) any person, group, or corporation (whether profit or nonprofit);
- Avoid endorsement
  - Avoid the promotion, endorsement, or sponsorship of any individual, civilian enterprise, religious or sectarian movement, organization, ideological movement, or political campaign.
- Political Activities
- Personal opinions that do not reflect the Army's image

### POTENTIAL MESSAGING TOPICS

- Unit and mission updates
- Personnel highlights
- Share official news articles and add your professional thoughts
- Explain unit role in national security
- Community involvement
- Arrange "town halls"/Q&A sessions – **contact Communication Directorate first**
- Counter misinformation with approved Army information
- Personal stories to provide mentorship, guidance, and support recruiting (consider LinkedIn)





# OPSEC is Vital in Social Media



## Operations Security

- Operations Security is the process by which we protect unclassified information that can be used against us. Its purpose is to prevent potential adversaries from discovering critical DOD information. OPSEC protects U.S. operations - planned, in progress and completed. Success depends on secrecy and surprise, so the military can accomplish the mission more quickly and with less risk. Enemies of freedom want this information, and they are not just after the military member to get it.

## Basic Guidelines

- Do not give actual numbers of troops
- Do not discuss current troop movement
- Do not speculate
- Stay away from details such as dates, jobs, etc.
- NEVER tell secrets
- Be wary of anyone you meet on line, even if you met through official military social networking sites







# Basic Social Media Tips



- Be aware of the image you present
- Ensure information you post or share is releasable (**When it doubt, call CD**)
- Live the U.S. Army values. Online misconduct can jeopardize your career
- Do not misrepresent your identity (Trolling, impersonations, etc.)
- Be cautious with the personal information you share
- Engage, but don't be overbearing - Let other people fight your battles
- **Ensure you are using the official channel and have not toggled to your personal account for official use or vice versa**
- Utilize two-factor identification



# Negative Comments



- Shying away from negative comments will potentially tarnish credibility
- Responses must be vetted / approved and accurately express the U.S. Army's and TRADOC's position without editorializing or straying from the facts (**Contact CD**)
- Only delete or block comments or users when a clear pattern of malicious, derogatory behavior is apparent and they are in violation of the terms of participation
- Keep a log of all malicious material which has been deleted



# Copyright, Trademarks, Litigation, PII

- Respect copyright, privacy, fair use, financial disclosure, and other applicable laws
- *Always* give people proper credit for their work. Make sure you have the right to use something with attribution before you publish - Be careful with art, imagery & music
- Do not publish or report on conversations that are meant to be pre-decisional or internal to the U.S. Army unless given permission by your chain of command
- Avoid commenting on anything related to legal matters, litigation, or any parties the U.S. Army may be in litigation with
- *Always* protect sensitive information, such as protected acquisition and personally identifiable information



# Social Media Best Practices



- Assume anyone can see what you post
- Social media has hundreds of privacy and sharing options. You control how information is shared/viewed
- **Don't login or link to third-party sites using your Facebook account; be very wary of sharing personal posts on official accounts**
- Take responsibility for your comments; would you say the same thing if you were looking that person in the eye; think twice before summoning keyboard courage
- Do not post graphic, obscene, explicit or racial comments. We also do not allow comments that are abusive, hateful, vindictive or intended to defame anyone or any organization



# Social Media Best Practices



- Do not post any solicitations (i.e.: asking users to "like" your Facebook page, visit your website, sign a petition, contribute to a fundraiser)
- Do not post **non-Army/non-DoD** advertisements, prize contests or giveaways - This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency
- Do not post details about an ongoing investigation or legal or administrative proceeding that could prejudice the processes or could interfere with an individual's rights
- Do not post copyrighted or trademarked images, music video or graphics - Posted material should be owned by the user, the U.S. Army or the DoD



# ***Social Media Best Practices***



- Do not post comments, photos or videos that suggest or encourage illegal activity
- Do not post political propaganda
- All information posted to social media sites will be unclassified
- No classified, pre-decisional, proprietary or business-sensitive information should ever be posted or discussed on social networks
- Don't post personnel lists, rosters, organization charts or directories - This is a violation of privacy
- The appearance of external hyperlinks does not constitute endorsement by TRADOC, the U.S. Army or the DoD, of the linked websites, or the information, products or services contained therein





# Social Media Can Hurt Your Career



Coronavirus | COVID-19 Updates

## Army employee fired for insensitive post about coronavirus outbreak

Leo Shane III

March 2



“Army officials fired a social media manager on Saturday for an Instagram post related to the [ongoing coronavirus outbreak](#) that critics — including at least one member on Congress — blasted as offensive and racist.

“The post, part of a series of questions and answers on the virus, was up on the [Army’s official social media account](#) for several hours before being deleted. Under the posted question “why did a man eat a bat,” Army officials wrote “it wasn’t because he was thirsty” with a picture of a man shrugging.

“The comment appears to reference rumors that the coronavirus originated from [someone eating a bat in China](#), an assertion that scientists have not confirmed. But the idea has provided fodder for culturally insensitive jokes and ethic blaming for the fast-moving illness...”



# Social and Media Sharing Networks



## Social (Relationship) Networks

### Platforms:

- Facebook
- Twitter
- LinkedIn

### Purpose:

- To connect with people and organizations online

### Benefits:

- Research/Understand the information environment
- Build awareness of the organization
- Information and idea sharing
- Internal/External relations

## Media Sharing Networks

### Platforms:

- Instagram
- YouTube
- Vimeo

### Purpose:

- To find and share photos, video, live video, and other media online

### Benefits:

- Build awareness
- Engage publics
- Generate recruiting leads
- Blurring with social networks, but media sharing is their defining/primary purpose

### Caution:

- Success on these channels is related to a thoroughly planned mission with carefully designed media



# *TRADOC Accounts on the Networks*



<https://twitter.com/TRADOC>



<https://www.facebook.com/USArmyTRADOC>



<https://www.linkedin.com/company/usarmytradoc>



<https://www.instagram.com/usarmytradoc/>



<https://www.youtube.com/user/usarmytradoc>



<https://vimeo.com/tradoc>



# Equipment/External Resources Available



## Creating your own content?

You may be creating your own content for the social media profiles you are managing. Whether that be a video, photo, graphic, or any other form of media you need to add to your post, there are resources available at Fort Eustis or TRADOC to help you succeed.

## Equipment through Communication Directorate

- Communication Directorate has equipment available for your use upon request. 24 hour notification is required in order to ensure that needed equipment is charged and available.
- A Hand Receipt Form - DA2062 will need to be signed before equipment is released.
- Equipment varies based on your specific social media need.

## What is ATSC?

**Army Training Support Center – a dynamic organization with a vast and varied mission. Is available to TRADOC to assist in creating media products.**

- Can assist with any and all photography, videography, multi-media missions.
- Has the ability to cover large events with multiple photographers, or send one to get that particular shot. Examples of events include but are not limited to: Change of Command or Responsibility, Unit functions and Award Ceremonies.
- In-house studio capabilities and on location to cover events.
  - Located on Fort Eustis, Va.
- Contact them with your event information and desired end product as soon as possible or at least 24 hours prior to time needed.
  - Visit their webpage for more information or to submit a work order --  
<https://emc.army.mil/photography.html#gsc.tab=0>

