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Social Media

This guide will help you share information effectively while following Career Program 26 – Manpower and Force Management (CP26) and U.S. Army instructions and protecting operational security. These simple, easy-to-follow tips will help you use social media in your professional and personal life. This guide is for informational purposes only and does not replace official U.S. Army policy.

Social mediums are efficient way to keep in touch with friends and family. It is how many people get their entertainment, connect with people over common interests and receive news.

You are encouraged to use social media to share your experiences as member of the CP26 community. You can contact your command, installation or organization’s public affairs office or the CP26 Proponency Office to see how your story can be shared through official channels, or you can publish information on your personal social media accounts. Whether you are sharing information with just your close friends and family or sharing it with the world in a YouTube video or a blog, you are informing people on what it’s like to be a part of the Army Team. Your stories might inspire someone to join the Army or become a Department of the Army Civilian.

If you would like more information about using social media, contact the CP26 Proponency Office at usarmy.pentagon.hqda-dcs-g-1.mbx.cp26@mail.mil
Social Media for Leaders

Social media and social networking have evolved to become the primary communication methods used by today’s service members, civilians, families and leaders. The dynamic nature of social media lets people interact with diverse audiences in an informal and transparent environment. It is an avenue for leaders to help shape conversations about their units and missions and connect with people on a personal level.

Commanders at major commands and installations will use different social media strategies and social networking tools. Command or installation public affairs representatives can create a tailored approach to balance the needs of senior leaders with the needs of key audiences. Remember that social media is not intended to push information – it is for sharing interesting content and building relationships with online followers. Social media channels help bridge the information gap for people who know very little about the military in general. When using social media in an official capacity, it is important to be honest about who is posting information on behalf of senior leaders. If you are using social media to keep in touch with family and friends, it might not make sense to allow subordinates access to your personal accounts. Page 11 of the U.S. Army Social Media Handbook (Jan., 2013) outlines how leaders can use social networking sites.

All leaders are reminded to maintain appropriate communication and conduct with enlisted personnel, peers, superiors and subordinates (to include civilian superiors and subordinates). If your personal social media accounts are publicly viewable and show your Army or CP26 affiliation, consider what your photos, videos, posts and comments say about you, your values and beliefs and the image you portray of the Army, CP26 and their leaders. Members of the CP26 community are encouraged to tell and share their unique stories.
Social Media for CP26 Interns and Careerists

Things to remember:

- You represent the Army in all aspects of life.
- The Army expects responsible online conduct that demonstrates respect for each other as individuals.
- Social media is a powerful tool to tell the Army story and connect with the public.
- Think and understand the potential impacts of your online conduct.
- Personal messages can become public, quickly spread and reach far beyond the original intended audience.
- Electronic communications may fail to convey the context, intent or emotional component of messages and they may be subject to misinterpretation and misunderstanding.
- Electronic communications rarely remain anonymous as users leave digital fingerprints online.
- There is no way to control who views and/or shares your online interaction once you post or send, even if all your settings are private.
- What you do and say online is your personal brand and stays in your digital history.
- The Online Conduct of Army Professionals reflects on the Army and our Values.
- Online misconduct is the same as in-person misconduct. If you are not willing to say it or do it in public, do not post it.
- Online misconduct undermines dignity and respect and is inconsistent with Army Values.
- We are all members of the Army Team. What do you want our billboard to say?
- Maintain appropriate communication and conduct with officer and enlisted personnel, peers, superiors and subordinates (to include civilian superiors and subordinates).

- Always remember to Think, Type, Post when using electronic communications.
How does CP26 tell its story?
Career Program 26 – Manpower and Force Management has a unique mission and diverse workforce. To capture this diversity CP26 uses several difference platforms to connect with our audiences.

CP26 uses Facebook for a wide range of posts, to include stories from Army.mil, latest program initiatives, professional development opportunities and information of interest to CP26 interns and careerists. This platform also allows the CP26 Proponecy Office to share our story with a wide and diverse audience. Comments and conversation on the page are welcomed and encouraged.

DVIDS is a way for CP26 to disseminate information. This platform allows the audience easy access for stories about a wide range of topics and events affecting the Career Program. You can subscribe to DVIDS to get all the latest CP26 news and information sent directly to your inbox.

CP26 also publishes a quarterly newsletter. The newsletter is intended to give a wide audience a look into the career program. The newsletter includes firsthand accounts from careerists, interns and Army leaders about courses, experiences and the manpower career field. Submissions are always welcome; if you would like to submit please send the article to: usarmy.pentagon.hqda-dcs-g-1.mbx.cp26@mail.mil

Army.mil is a way for CP26 to post information related to the career program. Whether it is the ACTEDS plan or the next date for the Manpower and Force Management Course, it can be found here.
16 Useful Social Media tips

1. **No classified information**
   Do not post classified, sensitive or For Official Use Only information (for example, troop movement, force size, weapons details, etc.). If in doubt, talk to your supervisor or security manager.

2. **Stay in your lane**
   Discussing issues related to your career field or personal experiences are acceptable and encouraged, but you should not discuss areas of expertise where you have no firsthand, direct experience or knowledge.

3. **Obey applicable laws**
   You must keep federal law, Department of Defense directives and instructions, Army instructions and the Uniform Code of Military Justice in mind when using social media in official and unofficial capacities.

4. **Differentiate between opinion and official information**
   Yes, tell them what you think. But be sure to state that this is your opinion and not that of the organization.

5. **Use your best judgment**
   What you write may have serious consequences. Once you post something on social media, you cannot get it back. Even deleting the post does not mean it is truly gone. Ultimately, you are responsible for what you post.

6. **Replace error with fact**
   When you see misrepresentations made about the Army, your command, installation, organization or CP26 in social media, you may certainly identify and correct the error. Always do so with respect and with the facts. When you speak to someone who has an adversarial position, make sure what you say is factual and respectful. Do not argue, just correct the record. Do not feed the trolls.

7. **Be aware of the image you present**
   Any time you engage in social media, you’re representing the Army and CP26. Do not do anything that discredits you, the institution or program.

8. **Be cautious with information sharing**
   Maintain privacy settings on your social media accounts change your passwords regularly and do not give out personally identifiable information. Be cautious about the personal details you share on the Internet.

9. **Avoid the offensive**
   Do not post any defamatory, libelous, vulgar, obscene, abusive, profane, threatening, racially or ethnically hateful or otherwise offensive or illegal information or material.
10. Do not violate privacy
Do not post any information that would infringe upon the proprietary, privacy or personal rights of others.

11. Do not violate copyright
Do not post any information or other material protected by copyright without the permission of the copyright owner.

12. Do not misuse trademarks
Do not use any words, logos or other marks that would infringe upon the trademark, service mark, certification mark or other intellectual property rights of the owners of such marks without owner permission.

13. No endorsements
Do not use the Army, your command or installation or the CP26 name to endorse or promote products, political positions or religious ideologies.

14. No impersonations
Do not manipulate identifiers in your post in an attempt to disguise impersonate or otherwise misrepresent your identity or affiliation with any other person or entity.

15. Do not promote yourself for personal or financial gain
Do not use your Army, command, installation, organization or CP26 affiliation, official title or position to promote, endorse or benefit yourself or any profit-making group or agency. For details, refer to the Code of Federal Regulations, Title 5, Volume 3, sec. 2635.702, Use of Public Office for Private Gain, in the Joint Ethics Regulation or Air Force Instruction 3-101, Public Affairs Responsibilities and Management.

16. Follow terms of service
Become familiar with each social media site’s terms of service and follow them. For example, having two personal profiles on Facebook violates their terms of service.
Think, Type, Post: Army Online Conduct Policy

The evolution of the Internet, social media and other electronic communications media over the last decade has altered how people communicate and interact. It is now faster and easier to convey messages and information than ever before. Protected by a sense of anonymity and lack of accountability, some individuals in society are participating in inappropriate and potentially harmful interactions using electronic communications. For organizations, this type of behavior undermines trust within and damages their public reputation.

As members of the Army Team, our individual interactions offline and online reflect on the Army and our Values. Therefore, it is crucial that we act responsibly and understand that the Army standards of conduct apply to all aspects of our life, including online conduct. Harassment, bullying, hazing, stalking, discrimination, retaliation and any other type of misconduct that undermines dignity and respect are not consistent with Army Values. Individuals who participate in or condone misconduct, whether offline or online, may be subject to criminal, disciplinary and/or administrative action.

Army Professionals, by our solemn oath, voluntarily incur an extraordinary moral obligation to uphold the Army Values, which apply to all aspects of our life. Although our lives are changed by the Internet and social media in general, the standards of our conduct have not. Online misconduct is misconduct — wherever, whenever and however it occurs. Whether in the form of online harassment, assault, bullying, hazing, stalking, discrimination, retaliation, improper relationships or any other type of misconduct, we hold ourselves and others accountable. Trustworthy Army Professionals do not tolerate double standards; anything that is unacceptable to say or do in person is also unacceptable to write or post online. When using electronic communication, members of the Army Team should apply “Think, Type, Post” — “Think” about what messages/information is being communicated and who could potentially view it; “Type” messages or convey information that is consistent with the Army Values; and “Post” if the message/information is responsible and demonstrates dignity and respect for others. Remember whenever online — Think, Type, Post.”

Things to remember:

- Everyone is responsible for enforcement of standards, including online conduct.
- Existing policy, regulations, contracts, and agreements already apply to online conduct.
• Individuals who participate in or condone online misconduct may be subject to criminal, disciplinary, and/or administrative action.
• Address issues at the lowest level using the Non-Commissioned Officer (NCO) support channel, the chain of command, the chain of supervision and/or Family Support Services.
• Leaders will address online conduct during Treatment of Persons / Equal Opportunity, Equal Employment Opportunity (EO/EEO), Sexual Harassment/Assault Response and Prevention (SHARP) training and during other appropriate events.
• Command climate and readiness are reflected, influenced and impacted by online conduct.
• Online misconduct is inconsistent with Army Values and will not be tolerated.
• The Army encourages our members to tell the Army story and is not prohibiting or limiting the responsible use of social media.
Q: How do I get my information onto the official CP26 social media platforms?

A: CP26 loves to hear from its careerists and interns about potential stories or related events. The CP26 Proponency Office can assist you with coverage and share your stories when appropriate. However, CP26 will not advertise or make official endorsements, so there are limitations to their support. For sharing material with the official CP26 platforms contact the CP26 Proponency Office.

Q: What regulations apply to a CP26 intern or civilian using social media platforms?

A: All regulations that normally apply. You represent the Army, your command or installation and CP26 in all of your words and actions. Simply put, as a member of the career program, you are held to a higher standard than your peers. This applies to photos involving alcohol or risky behaviors, sharing questionable or inappropriate material, and speaking disrespectful words in violation of the UCMJ. Always consider the consequences before you send your post into cyberspace. You are ultimately responsible for what you post. You are entitled to your opinions, but be clear in your statements that you are expressing your own opinions and not those of the career program. Please refer to page 10 of the U.S. Army Social Media Handbook (Jan., 2013),

Q: What is Geotagging and am I allowed to use?

A: Geotagging adds geographical identification data to photos, videos, websites and text messages through location-based applications. This technology helps people find images and information based on a location from a mobile device or desktop computer. CP26 interns and careerists should be cautious when enabling the geotagging feature on mobile, location-based apps because they could potentially create personal and operational security risks.

Q: Am I allowed to access social media sites while I am at work?

A: Yes, social media sites can be accessed for official purposes, and unit commanders or equivalents are responsible for publishing local policy and guidance defining authorized
personal use of social media in the workplace. In general, DoD members are not prohibited from accessing personal social media accounts at work. However, the following must be remembered:

- Personal accounts are not covered by the terms of service agreements established with the Department of Defense. The DoD is not responsible for individual obligations or agreements established during personal use.

- Do not use official contact information to establish personal accounts. Personal accounts should be established using personal telephone numbers and/or email addresses.

- Personal accounts should not be used to conduct official DoD communication, except when official communication channels are not available. Personal accounts may be used to participate in professional networking, development and collaboration related to, but not directly associated with, official mission.

Q: What do I do if someone creates a fake social media presence?
A: If there is a fake account, you should report it to your local public affairs office.

Q: What should I do if I am contacted by media members through my private social media account(s)?
A: A CP26 employee should refer the media to their command, installation or organization’s public affairs office. It is not appropriate for media members to solicit opinions or official quotes through social media without first working through public affairs. You are not obligated to answer their questions; however, if you are interested in completing an interview, your public affairs office will be able to assist you with preparing and setting up a formal interview.
Questions? Contact the CP26 Proponency Office

usarmy.pentagon.hqda-dcs-g-1.mbx.cp26@mail.mil