



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
HEADQUARTERS, 2D INFANTRY DIVISION
UNIT #15041
APO AP 96258-0289

EAID-CG

23 OCT 2014

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy Letter 13-6, External Release Guidelines for Media, Social Media, and Internet

1. References:

- a. Army Regulation 360-1, The Army Public Affairs Program, 25 May 2011
- b. Army Regulation 530-1, Operations Security (OPSEC), 19 April 2007
- c. Army Regulation 380-5, Department of the Army Information Security Program, 29 September 2000
- d. Department of Defense Instruction 1300.18, Personnel Casualty Matters, Policies, and Procedures, 14 August 2009
- e. Field Manual 6-02.40, Visual Information Operations, 10 March 2009
- f. Department of Defense Directive 5230.09, Clearance of DoD Information for Public Release, 22 August 2008
- g. Department of Defense Instruction 8550.01, DoD Internet Services and Internet-Based Capabilities, 11 September 2012.
- h. Office of the Chief of Public Affairs, U.S. Army Social Media Handbook, 23 January 2013
- i. DoD Instruction 5400.13, Public Affairs (PA) Operations, 15 October 2008
- j. DoD 5500.7-R, Joint Ethics Regulation, 30 August 1993

2. Purpose. To provide policy and general guidance regarding the external release of information and unofficial photographs, videos, and audio recordings to news media representatives or to the internet through social media sites, blogs, email, or websites.

3. Applicability. This policy applies to all U.S. Service members, KATUSAs, DoD civilians, Korean National civilians and contractor personnel assigned, attached to, or employed by 2d Infantry Division (2ID).

4. Definitions. Unofficial photographs, videos, and audio recordings are those that are obtained on non-government equipment for personal use. Official photographs, videos, and audio recordings are those obtained on government equipment for official use. Social media includes internet based platforms like Facebook, Twitter, Flickr, Instagram, Pinterest, LinkedIn and YouTube.

5. All members of the 2nd Infantry Division are communicators. Every email, phone call, meeting or presentation shapes others' perceptions of our people, programs, policies and missions. Every engagement is an opportunity to inform someone about our missions and empower them to inform others about 2ID.

6. All members of 2ID must continually engage in telling our story: there is no "off duty" in the profession of arms. All members of our team are encouraged to write professional articles, submit news articles and photographs with captions use social media and engage the media within their specific area of expertise about their contributions to the 2ID mission. Please use the public affairs office to facilitate interactions – especially with the news media.

7. Service members, civilian employees, and contractors assigned to 2ID should stick to the following rules when speaking to the public, posting to the internet, or conducting interviews with news media representatives:

- (1) Stay in your lane-talk only about what you have personal knowledge of
- (2) Be professional-do not air grievances or make personal attacks.
- (3) No conjecture-always make sure you are completely accurate.

8. The following guidelines will be strictly adhered to when releasing information or speaking in public forums in order to protect individuals, information, and operations that are conducted by 2ID.

a. Capturing and sharing lessons learned, best practices, and general observations of ongoing operations is encouraged; however, information released to unofficial publications, forums, or news media representatives must comply with Operational Security and the Health Insurance Portability and Accountability Act guidelines.

b. Internet based capabilities, email, and social networking sites provide opportunities for adversarial groups, such as foreign intelligence services, to glean personal information for use in directly targeting Army and DoD users. All 2ID personnel have a personal and professional responsibility to ensure that no information which might place Soldiers in jeopardy or be of use to adversaries (including local criminal elements) be posted to public websites or private social media sites.

c. Any Service member assigned or attached to 2ID using social media must abide by the Uniform Code of Military Justice at all times.

(1) Commenting, posting, or linking material that contains personally identifiable information or violates classification guidelines, the SOFA, Korean laws, host nation sensitivities, the UCMJ or basic rules of Soldier conduct is prohibited.

(2) Soldiers are subject to UCMJ even when off duty. Making inappropriate or derogatory comments about the unit, supervisors, or releasing sensitive information is punishable under the UCMJ.

(3) Once a Service member logs on to a social media platform, they still represent the Department of Defense, the United States Army, and 2ID.

e. All still and video imagery of military training exercises, equipment, personnel, and operations intended for external release must be reviewed and approved by the 2ID PAO section or brigade PAO sections prior to release.

f. All personnel assigned or attached to 2ID are prohibited from discussing ongoing training that is classified as sensitive via any social media, unclassified email, blogs, or other public web based forums.

g. Information on recent casualties including names, hometown, and injuries will not be released until the casualty notification process has been completed and their names have been officially announced by the Department of Defense. This includes names, photos, and the circumstances of their death or injury.

9. The following types of information will not be released through any medium under any circumstances:

a. Information regarding future transformation, troop relocation, and sensitive training exercises including postponed or cancelled operations.

b. Tactics, techniques, or procedures.

c. Information regarding security precautions or force protection measures at military installations, to include video or still footage.

d. Information on intelligence collection activities/operations compromising tactics, techniques, and procedures to include targets, methods, analyses, and/or results.

e. Rules of engagement.

f. Specific information on friendly forces, troop movements, tactical deployments, and dispositions that would jeopardize operational security.

g. Information on effectiveness of enemy weapons of mass destruction.

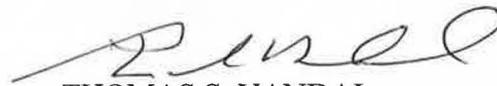
10. Website Monitoring. All information, including personal information placed on or sent over DoD computer systems and non-DoD ISPs that are contracted to provide internet service may be monitored. Use of these systems indicates that the user consents to monitoring and understands that the command or agency has the right to inspect and audit all information, including e-mail communications and records connected through internet use.

11. Subordinate units within 2ID who wish to establish a social media site or official unit website must first receive authorization from their chain of command and register the website with the Office of the Chief of Public Affairs (OCPA). The authority to start a webpage can be delegated down to brigade public affairs officers.

12. For the safety of personnel and the security of the organization, additional guidelines may be introduced at any time by the 2ID Command Group.

13. Failure to comply with these orders, directives, and policies may also be punished under Article 92 of the Uniform Code of Military Justice or under other disciplinary, administrative, or other actions as applicable. Personnel not subject to the UCMJ who fail to protect critical and sensitive information from unauthorized disclosure may be subject to administrative, disciplinary, or criminal action.

14. Point of contact for this policy is the 2ID Public Affairs Officer at DSN (315) 732-8899.



THOMAS S. VANDAL
Major General, US Army
Commanding

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