

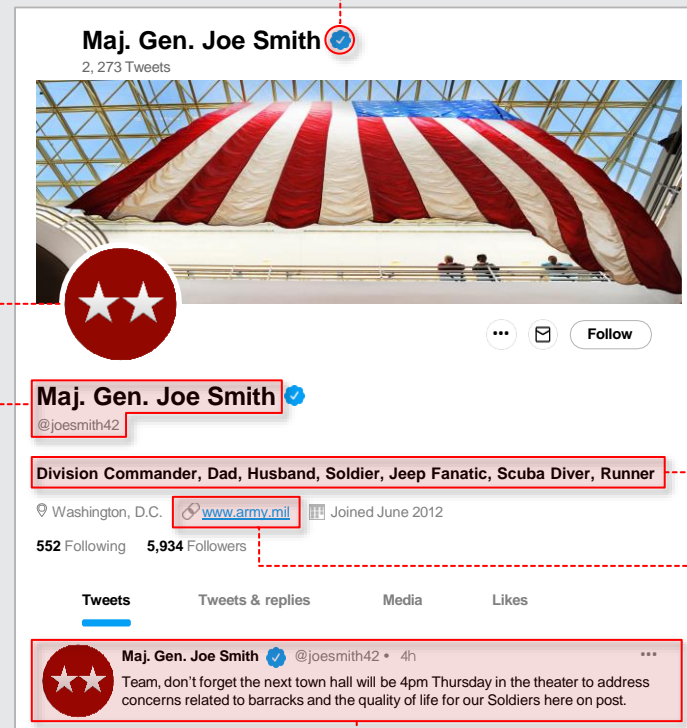
The following graphic demonstrates use of a personal account in an official capacity and was adapted from an actual senior leader account.

PROFILE PICTURE

Inclusion of rank or official command photo, ICW other information on profile, further misconstrues this as an official account. Images in uniform are acceptable, so long as it doesn't imply DoD sanction or endorsement.

NAME & USERNAME

Rank and name are being used in conjunction with an unofficial, personal account. To fix, remove rank from name and do not use official titles or rank within a created username.



VERIFICATION

A verified personal account does not constitute an official DoD account. Personal accounts that are verified as a government account may be misconstrued as an official account.

BIO

Mixes both official duty title and personal information, which may also imply endorsement of a commercial product. To fix, remove titles and do not include references to official positions.

CONTENT

Posting information in an official capacity through a personal account is prohibited. Soldiers may forward, like, or link to official information as long as it doesn't imply status as an official account.

WEBSITE

Inclusion of an official website on a personal account can easily imply that this is an official account. To fix, remove or replace with a personal website.