



U.S. Army Official Social Media Account Checklist

Office of the Chief of Public Affairs

To ensure that official social media accounts meet regulatory and policy requirements outlined by the Department of Defense and the U.S. Army please follow the steps below, and utilize the checklist on the next page. Listing your official social media accounts on the U.S. Army Social Media Directory is the first step to receiving Verified Status by the platforms.

Step 1: Review how you or your organization is represented online.

Use search engines and look through social media platforms to find all online presences for you or your organization.

Step 2: Determine the presences that will represent you or your organization.

You may find abandoned or duplicate social media presences during your research. Detailed instructions on how to request the merging or deletion of social media accounts are found in the Social Media Handbook.

Step 3: Use the checklist.

After you have identified the official presences for you or your organization, use the checklist to ensure they are compliant with Department of Defense and U.S. Army social media standards. Review the Army Social Media Handbook for more information.

Step 4: Update your accounts on the directory

Review the U.S. Army Social Media Directory to determine if accounts need to be submitted for inclusion or removed from the directory.

If you have questions or need to have accounts removed from the directory, contact usarmy.pentagon.hqda-ocpa.mbx.osmd-inquiry@mail.mil.

To request an account be added, make sure it meets the requirements using the checklist and submit the request at <https://www.army.mil/media/socialmedia/#register>

Resources:

Social Media Handbook: http://www.army.mil/e2/rv5_downloads/socialmedia/army_social_media_handbook.pdf

Directory questions/update requests: usarmy.pentagon.hqda-ocpa.mbx.osmd-inquiry@mail.mil

New social media account registration: <https://www.army.mil/media/socialmedia/#register>

Organization UIC

Organization Name (spelled out, no nicknames)

Social Media Manager (Last, First, MI)

SM Manager Telephone

SM Manager e-mail

Social Media Accounts being confirmed - one per line and use the following format

"Platform: Display Name, Account URL"

Example... Facebook: U.S. Army, <https://www.facebook.com/USArmy>

Sites are unlocked and publicly accessible via Internet

Yes

The presence is clearly identified as "official"

Yes

The presence is categorized as a government page (different than ID'd as official)

Yes

Social media manager ensures posts occur at least monthly on each platform

Yes

The presence contains required post disclaimer text

Yes

The presence must have posting guidelines, i.e. the rules of engagement

Yes

The presence adheres to Operations Security guidelines

Yes

Names and logos are approved by commander

Yes

Presence must include link to an official U.S. Army website. Enter URL linked on platforms:

Yes

Presence must include a valid army.mil e-mail address in the bio or information tab.

Yes

Platform specific User Terms of Agreement posted in information tab (can be found at GSA's Negotiated Terms of Service (TOS) Agreements

Yes

Social media account owner/manager has completed OPSEC for EOP Operators and DISA Social Networking Class

Yes

Branding (official name and logos) across all social media platforms should be uniform. Include the commander-approved names and logos.

Yes