



DEPARTMENT OF THE ARMY
UNITED STATES ARMY CADET ROTC COMMAND SUMMER TRAINING DETACHMENT
1ST CAVALRY REGIMENT ROAD
FT KNOX, KY 40121-5123

ATCC-ST

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Cadet Summer Training (CST24) Policy Memorandum 32 – Social Media Policy

1. References:

- a. Army Regulation (AR) 600-20, *Army Command Policy*, 24 July 2020.
- b. AR 360-1, *The Army Public Affairs Program*, 8 October 2020.
- c. AR 25-22, *The Army Privacy and Civil Liberties Program*, 30 September 2022.
- d. TRADOC Regulation 350-6, *Enlisted Initial Entry Training Policies and Administration*, 8 December 2022.
- e. Manual for Courts Martial, 2019 Edition.
- f. U.S. Army Cadet Command Circular 145-5, *Cadet Summer Training*, 1 February 2022.
- g. Department of Defense Instruction 5400.17, *Official Use of Social Media for Public Affairs Purposes*, 12 August 2022, Incorporating Change 1, 24 January 2023.

2. Purpose. Cadet Summer Training provides an opportunity to further develop skills and evaluate Cadet performance in a plethora of areas including physical fitness, military skills competency, and leadership. As such, many Cadets will rely upon the mentorship provided by CST Cadre to help bolster these areas through discipline and productive engagement with current Army Leaders. This policy establishes the CST Commandant's commitment to creating an environment free from unlicensed, unwarranted, and unprofessional social media postings during, and after the conclusion of CST, by members of the CST Cadre.

3. This policy covers ALL individuals functioning as either CST Cadre, CST Staff, or any Soldier or DA Civilian that may be employed to directly assist with the processes, functions, or administration of CST (hereafter "CST personnel"). Additionally, while there are several possible categories of social media presence,

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persons subject to this memorandum must make a clear separation between their personal and professional online presence. Official External Presence(s) (OEPs) are maintained by USACC PAO, and units/brigades are not authorized to create an OEP.

4. Social Media Presence Categories. Social Media Presence categories include, but are not limited to the following:

a. *Official External Presence.* This includes only USACC Command Group and Public Affairs official, external-facing presences for messages originating from the Command.

b. *Military-Affiliated Accounts.* Military, DoD Civilian, and Cadet accounts which are directly linked to Brigades, University Programs, or other official staff sections.

c. *Personal Accounts.* An individual's personal, public or private account, unrelated to DoD.

5. Electronic Communication by Trainers. Trainers may not use electronic communication in a manner that fails to treat a Trainee with dignity and respect. Examples include, but are not limited to, harassment, bullying, hazing, stalking, unlawful discrimination, or retaliation. Electronic communication is defined as the transfer of information (signs, writing, images, sounds, or data) transmitted by computer, phone, or another electronic device. Electronic communication includes, but is not limited to text messages, emails, chats, text, and instant messaging, screensavers, blogs, social media sites, electronic device applications, and web/video conferencing.

6. Online Misconduct. The use of electronic communication will not be used to inflict harm. Electronic communication is the transfer of information (signs, writing, images, sounds, or data) transmitted by computer, phone or other electronic devices. Electronic communications are defined in Paragraph 5 above. Examples of online misconduct include, but are not limited to, hazing, bullying, harassment, discriminatory harassment, stalking, retaliation, or any other types of misconduct that undermines dignity and respect. When using electronic communication devices, Army personnel should apply "Think, Type, and Post": "Think" about the message being communicated and who could potentially view it; "Type" a communication that is consistent with Army values; and "Post" only those messages that demonstrate dignity and respect for self and others.

7. Prohibited/Unauthorized Content. The following is a guideline of unacceptable and unauthorized content that may not be used or shared on official social media accounts by personnel. Please note that this list is not all-inclusive.

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a. *Unprofessional Videos/Photos.* Sharing or posting videos of horse play, playing in the office, and anything that demonstrates a lack of professionalism.

b. *Fundraisers.* Do not post about fundraisers or share GoFundMe requests without first consulting with CST Legal Advisors.

c. *Intellectual Property.* Posting or sharing music, logos, songs, or other information that is protected by copyright, trademark, or any other restriction without written permission is illegal. Doing so exposes the individual AND the organization to potential legal action. This includes copyrighted background music for any video created.

d. *Endorsements and Promotions.* Servicemembers are not authorized to endorse or promote external businesses or groups (this includes any personal endorsement or mention you may want to post of a discount, movie, television show, product, brand, etc.) or personal business or social media accounts.

e. *Political Posts or Endorsements.* Participation in political activities in an official capacity is not allowed; therefore, CST personnel are prohibited from posting links to “share” or “retweet” comments, tweets from a social media account of a political party or candidate running for partisan office or using any other social media platform to do the same. This includes creating posts that discuss the political atmosphere or sharing of opinions.

f. *Political Candidates and Political Parties.* CST personnel are prohibited from following or sharing content from political candidates’ social media accounts, or any political party accounts.

g. *Religious Posts.* While the Army supports the spiritual health of all Soldiers and civilians, the Army does not affiliate itself with any particular religion. CST personnel are prohibited from posting anything that promotes or endorses a specific religion or religious organization over others.

h. *Profanity.* Profanity is prohibited in the user terms of agreement on Government devices. It is also unprofessional in nature and, therefore, not authorized. Do not post anything with the use of profanity in the content or message.

i. *Discriminatory Content.* Any content that may be considered racist, sexist, ageist, homophobic, or discriminatory in any way, or any content sexual in nature, or that could be construed as sexual harassment is unauthorized. Posts found to have such content will be investigated based on Equal Opportunity and the person responsible for creating the content, as well as the social media manager who authorized the content, could be subject to punishment under UCMJ or disciplinary actions.

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j. *Slander Between Users*. Slander goes against the Army Values and violates the guidelines of dignity and respect. This includes, but is not limited to, arguments or conversations that lead to name calling and personal attacks on social media.

8. All Cadre are to reinforce a climate where current and future Army personnel, including Soldiers and DA Civilian employees understand that online misconduct is inconsistent with Army Values and where online related incidents are prevented, reported, and where necessary, addressed at the lowest possible level. Any Cadet, Cadre, or DA Civilian experiencing or witnessing online misconduct should promptly report matters to the chain of command/supervision.

9. All Cadre will take an active role in eliminating online misconduct to create a safe and secure training environment. Dignity and respect are keys to Army Values and must be observed whether in digital or corporeal form. As such, all CST Cadre and staff are advised that attempts to assert their individual First Amendment rights may not be used as a means to avoid these rules while engaging in illegal, harmful, or disrespectful online communication under penalty of applicable laws, regulations, existing policy.

10. This memorandum will be posted in areas deemed appropriate to be viewed by all personnel.

11. This policy is effective until superseded or rescinded.

12. Point of contact for this memorandum is Mr. Patrick J Campbell at 502-624-6219 or patrick.j.campbell1.civ@army.mil.



STEVEN M. KING
Brigadier General, USA
CST Commandant

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