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

ATCC-ST 30 April 2026

MEMORANDUM FOR SEE DISTRIBUTION

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

1. References:

a. Army Regulation 600-20, Army Command Policy, 6 February 2025.

b. Army Regulation 360-1, The Army Public Affairs Program, 8 October 2020.

c. Army Regulation 25-22, The Army Privacy Program, 30 September 2022.

d. TRADOC Regulation 350-6, Enlisted Initial Entry Training Policies and Administration, 8 December 2022.

e. Manual for Courts Martial, 2024 Edition.

f. USACC Circular 145-5, Cadet Summer Training, 23 April 2025.

g. ALARACT 073/2022, Army Social Media Policy, 27 October 2022.

h. DoDI 5400.17, "Official Use of Social Media for Public Affairs," 12 August 2022, Incorporating Change 2, 14 February2025.

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, 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 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 or the Army.

5. Electronic Communication by CST Cadre. Cadre may not use electronic communication in a manner that fails to treat a Cadet with dignity and respect as defined in AR 600-20. 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 device. 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 social media accounts by personnel. Please note that this list is not all-inclusive.

a. Unprofessional Videos/Photos. Sharing or posting videos of disorderly conduct and unruly or inappropriate behaviors. This includes but is not limited to horse play, roughhousing, office antics, or any conduct that does not conform to applicable professional standards.

b. Fundraisers. Do not post any information about fundraisers or share GoFundMe requests on official Army or CST channels without first consulting the 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. CST personnel are prohibited from using their official position to either affirmatively endorse a non-federal entity, product, service, or enterprise, or by taking action that implies U.S. Army or USACC endorsement through the unauthorized use of one's official position or public office. CST Cadets shall not engage in the endorsement or promotion of non-federal entities, products, services, or enterprises if it creates the impression of official U.S. Army or USACC endorsement. For example, endorsing a commercial product on social media while wearing an Army-issued uniform (such as an OCP or APFU) may be perceived as implying U.S. Army or USACC endorsement.

e. Political Posts or Endorsements. Since official participation in political activities is prohibited, CST personnel are barred from sharing links, retweets, or other content from the social media accounts of political parties or candidates running for partisan office if such actions imply endorsement by the Army or USACC. Further CST Service Members are prohibited from commenting, posting, or linking material that could be deemed contempt for public officials or unprofessional material that is prejudicial to good order and discipline or service discrediting. CST personnel still have the inherent right to express individual or personal political opinions on issues and candidates while acting solely as private citizens rather than official representatives of the Army or USACC.

f. Political Candidates and Political Parties. CST personnel in their official capacity are prohibited from following or sharing content from political candidates' social media accounts, or any political party accounts if such actions imply endorsement by the Army or USACC.

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. To prevent any unauthorized appearance of official support, CST personnel must not post material that favor or endorses one particular religion or religious organization over others when doing so suggests an Army or USACC endorsement. However, this policy does not limit CST personnel from practicing their religion freely in accordance with applicable federal law and DoD and Army policies. This paragraph is not applicable to Service Members of the Chaplain Corps.

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. Profanity is any language that is considered indecent, obscene, lascivious, lewd, vulgar, or patently offensive by a reasonable person standard.

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 the Army's Equal Opportunity Policy 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 face other disciplinary actions.

j. Slander Between Users. Slander or libel 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. Disparaging comments and derogatory language are strictly prohibited and will result in disciplinary action.

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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.

a. 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 key to Army Values and must be observed whether in digital or corporeal form. As such, all CST Cadre and staff are advised that invoking their individual First Amendment rights does not excuse them from complying with these rules when engaging in illegal, harmful, or disrespectful online communications, and violations may result in disciplinary action under applicable laws, regulations, and existing policies.

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 Ms. Amy Turner at amy.e.turner21.civ@army.mil.

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Date: 2026.05.13 09:48:27 -04'00'

SHERMAN C. WATSON
COL, FA
Commandant

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