

U.S Army Reserve Multifunctional Geographic Command for the Caribbean



**Public Affairs Office
Social Social/SOP**

1. PURPOSE: The following is the Standard Operating Procedure for social media operations at the 1st Mission Support Command and subordinate units. This document strives to standardize the official U.S. Army Reserve Virgins Island and Puerto Rico external official presences (social media).

2. References:

- a. Secretary of the Army Memorandum – Delegation of Authority – Approval of External Official Presences, 21 Oct. 2010
- b. 1st MSC Public Affairs Standard Operating Procedures (SOP)
- c. FM 3-61.1, Public Affairs, Tactics, Techniques and Procedures, October 2000.
- d. Army Regulation 360-1, The Army Public Affairs Program, 8 October 2020
- e. Army Social Media Handbook
- f. Command's Policy Memorandum #20-23
- g. 1st MSC COMPLAN 2020

3. IAW Delegation of Authority memorandum (referenced above) commands are authorized to establish EOPs.

4. U.S. Army Family Readiness Groups may establish an official presence with the approval of their command. The units' official page can also serve as a platform for the Family Readiness Groups to disseminate relevant information. However, if the command elects to have separate pages, they must adhere to the same standards.

5. All US Army Reserve, 1st Mission Support Command subordinates units' EOPs, to include pages on Facebook, Instagram, Twitter, Flickr, YouTube, blogs and any other platform, must adhere to the following standards:

- a. Get command approval.
- b. Must be categorized as a government page.
- c. Register your account with the U.S. Army Social Media Directory.
- d. Have a valid Point of contact:.mil or .gov email address.
- e. The account must have a URL to an official U.S. Army website. Use your command's website www.usar.mil/1stMSC or www.army.mil if your organization does not have a website.

f. The account must have a clear user terms of agreement statement listed on the social media platform to inform visitors about the standards of participation or comments. It must include:

- i. General disclaimer**
- ii. Privacy and security disclaimers**
- iii. Copyright and trademark disclaimers**
- iv. Moderated account disclaimer**
- v. Freedom of Information Act notice**
- vi. Specific wording can be found at GSA's Negotiated Terms of Service**
- vii. DOD Social Media user agreements**
- viii. U.S. Army Facebook's terms of use statement**

g. Labeled as an official account

h. Must be open to the public: All official accounts must be open to the public. Private groups, accounts or feeds will not be registered on the U.S. Army's social media directory.

i. Must be classified as a Government Organization: In order for a Facebook account to operate in an official capacity, the account must be registered and labeled as a "government organization" account. The use of a Facebook profile, community or group page for official purposes violates the government's terms of service agreement with Facebook

j. Must be approved: Submit the social media account for registration and approval to the U.S. Army Social Media Directory

k. Security: Ensure your security settings are maximized and include two-step verification if available by the platform.

l. Include U.S.Army Reserve in all names and logos
(i.e. ArmyReserve/1stMSC, not nickname nor mascot (i.e. not the "dragons"))

m. Branding (official name and logos) across all social media platforms (i.e. Facebook,, Instagram, Twitter) must be consistent with the 1st Mission Support Command official pages.

n. Include a statement identifying the page as the "official [Facebook] page of [enter your unit or organizations name here]"

o. Facebook pages must default to the "Just [your unit or organization's]" on the wall (Do this by selecting "edit page," then "manage permissions." Drop down under the "wall tabs page" and select "only post by page"). This action results in command relevant information being the first and primary thing on the wall, instead of spam and others comments.

p. Facebook pages must include “Posting Guidelines” under the “Info Tab.” Use the U.S. Army’s Facebook policy as a reference and/or visit the DoD Social Media user agreement at: http://www.ourmilitary.mil/user_agreement.shtml

q. Post content continuously, minimum once a day. This increases page clicks, likes and follows for several reasons - but the main component is that all FB stories are placed at the top of user’s news feeds. Increasing your unit’s usage of stories could level up page following - especially for users that have not been previously reached - by increasing accessibility to the top of the news feed.

r. Emojis and more attentive language have been proven to generate more interaction from users. Whenever the command collaborates with external media, tagging that broadcast media company is key to cross-mingling that following together.

s. Units must use their story features as a tool to improve page clicks, their following and interaction on a daily basis. Units must have highlights on their page that gives followers direct access to the page’s most successful or meaningful ventures. This would be a great place for the units to add highlights such as: “Staying Connected with your Soldier” providing tips and tricks for loved ones to stay connected during deployments. “COVID-19 Prevention Tips” is another great highlight during these uncertain times.

t. Units must use the following tags, if appropriate and relevant: #puertorico, #pr, #coronaviruspr, #explorepage (to increase your pages features on the explore page of IG), #army and #islandliving. These generic tags increase visibility amongst otherwise unreached users.

u. The command’s FB page should cross promote their IG on their Facebook page, and vice versa. This way, if a user follows the company on one platform, they will likely migrate to follow on the other. This is pivotal to transferring your company’s FB following to IG.

v. Every subordinate command with a Facebook or social media presence, must inform the Public Affairs office immediately. All subordinate commands with a Facebook page must include the 1st MSC PAO as one of the administrators of their page, for monitoring purposes only.

w. Adhere to Operations Security guidelines. Leaders should provide all page administrators the U.S. Army Social Media OPSEC presentation. Theft located on the U.S. Army’s slideshare site at www.slideshare.net/usarmysocialmedia.

x. Social media managers must take the Social Networking and OPSEC for EOP Operator course.

y. Determine a specific social media goal and strategy

- i. **Understand your audience**
- ii. **Define your tactics to support those goals and how to measure success.**
- iii. **Research your audience’s social media habits.**
- iv. **Keep in mind that your shallow audiences (criminals, impostors, adversaries or enemies are also watching your posts.**

6. Facebook Live Running Estimate

a. SITUATION AND CONSIDERATIONS, Social media is a part of our daily lives, and a powerful tool we use to share the Army's story. It helps us to create meaningful connections with our audiences, which maintains their trust and confidence in America's Army. The Army acknowledges the importance of social media, and encourages our commands, Soldiers, Families, and Army Civilians to safely and accurately use social media to share their experiences and provide information. However, social media and especially live transmissions, are not a form of one way communication, and are not a one size fits all type of solution for organizational communications.

b. **Area of Interest**, As the largest federal U.S. Army command in the region, the 1st Mission Support Command, U.S. Army Reserve-Puerto Rico operations are expected to generate interest from members of the news media and the local public. The command's Facebook page, with approximately 80,000 direct followers, is used as one of the COMPLAN's components, both on English and Spanish.

c. **Characteristics of the Area of Operations**

- **Terrain/Weather**: Puerto Rico is a very fertile island for the media, largely due to its ever-changing political status. The varied opinions of its inhabitants are largely expressed through the print, broadcast and social media. Fewer than 20 percent of Puerto Ricans speak English fluently.
- **Enemy Forces**: There are detractors to the military presence on the island. These movements, who are very vocal, have an active presence throughout all media outlets.
- **Friendly Forces**:
 - Other federal military organizations in Puerto Rico such as Fort Buchanan Garrison, Navy Reserve, Marines Reserve and Coast Guard have significant social media presence.
 - The Puerto Rico National Guard also has a significant social media presence.
 - U.S Government agencies also use social media to communicate with their audiences.
 - Local Government uses social media as well.
- **Civilian Considerations**. IAW Global Web Index, out of 3.5 million citizens, 1.9 million people use social media on the island, for a 52% penetration. Since January 2017, Facebook has declined 14% in local use.

d. **Assumptions** Doing a Facebook Live during an event or town hall meeting will fulfill the command's communications objectives.

e. **MISSION** The 1st MSC PAO enables Commanders to perform their mission by fulfilling the Command's obligation to keep the American people and the Army informed, and by helping to establish the conditions that lead to confidence in our units and their readiness to conduct operations in peacetime, conflict and war. The perception of the Army and its conduct of operations can be as important to the success of an operation as decisive action.

f. **COURSES OF ACTION**

- Facebook Live during events
- Facebook Live conversations

g. **ANALYSIS**

- **Facebook Live during events-** Generally, conducting this type of Facebook Live transmission does not generate significant engagements. According Facebook's Best Business practices, every post, and especially live transmissions, must be interactive in nature and cannot be a one way conversation. On top of that, military events, tend to be long, which will also reduce the interaction during such non-engaging

transmissions. Finally, having an open transmission of an ongoing event, increases the risk of having negative comments, without being able to respond on real time, which would certainly affect the perception of our organization. Finally, we must remember that a significant part of our Facebook audiences use Spanish as their first language. Broadcasting an official event only in English, will not be relevant to the majority of the audience. For example, during the Facebook Live transmission conducted during the 1st MSC Change of Responsibility, 23 March, 2019, out of the almost 80,000 followers, we were able to only reach, 1,543 people, resulting in only 4 comments. Definitively, not a success.

- **Facebook Live conversations-** Coordinating a Facebook Live session about a specific subject, for a specific time, with a SME, ensuring there is live interaction with the audience, by providing real time answers to the questions, will certainly boost the engagement and penetration of our messages. By connecting with the audiences in the most human, genuine possible way, both in Spanish and English, certainly supports the command's communication objectives to establish the conditions that lead to confidence in our units and their readiness.

h. **RECOMMENDATION AND CONCLUSIONS-** The command should implement Facebook Live transmissions only as one of the elements of the overall communication strategy, and not the single solution. Once we have determined that a Facebook Live is appropriate and IAW the COMPLAN, we must plan it and organize it properly, with the specific message that we want to articulate, and a strategy on how to answer the questions properly and directly, on both languages. We must avoid overusing this tool, so it does not lose its effectiveness. Due to the nature of media landscape in Puerto Rico, social media will have a lesser penetration than the traditional external media. Based on the limited PAO resources available in the command, coupled with the time required to properly plan and execute a Facebook Live session, the limited ROI that an unplanned session would have, plus the risks of negative perception, we recommend to continue focusing on the external media as the primary way to connect with the command's audiences. Facebook Live must be used on specific cases, for specific purposes.