



DEPARTMENT OF THE ARMY
INSPECTOR GENERAL

COMPANY-LEVEL
COMMAND TEAM TRAINING BOOKLET





Limitations on Army Social Media pages

*Per AR 360-1, Chapter 8, a Public Affairs Officer **must** approve all official social media pages. In almost all cases, units below the brigade level are not authorized a social media presence.*

Discussion:

- ★ **Does 1SG Flakvest’s personal social media meet the criteria to act as an official unit social media page?**
- ★ **Can 1SG Flakvest compel his Soldiers to ‘friend’ his social media page?**
- ★ **Is it appropriate to solicit donations or pressure Soldiers to join an external (non-Army) organization?**
- ★ **If 1SG Flakvest or his commander wants an official unit social media presence, what should they do?**

The commander or first sergeant should check with their command’s Public Affairs Officer (PAO). Official social media pages are established in accordance with AR 360-1, Chapter 8. As for requiring Soldiers to use or ‘friend’ the unit’s social media page for official notices/messages etc., contact the PAO and SJA for guidance. This issue is complicated because it requires Soldiers to have access to social media via a personal electronic device not supplied by the Army. **Pressuring Soldiers to join an external organization is never appropriate.**