

Office of Communications (OC) – Standard Operating Procedures (SOP) Posting Content on Social Media Sites

Purpose. To establish the policy and procedures for updating content on available social media sites, which are additional communication channels used to highlight DoD program and policy information approved by Military Community and Family Policy (MC&FP) Program Managers (PMs).

Scope and Responsibilities. The Manager, Emerging Media Technologies will be responsible for updating content on available social media sites, with the assistance of the Office of Communications (OC) Content Liaisons (CL), as outlined below in the Procedures section.

Procedures.

- The primary means of obtaining content for available social media sites are as follows:
 - Utilize vetted content from the following MC&FP communication sources:
 - MilitaryHOMEFRONT (MHF) eNewsletters and Special Announcements (TAR 489)
 - MHF Highlights and Headlines (TAR 718)
 - JFSAP eNewsletter (TAR 1757)
 - MHF Spotlight (TAR 1793)
 - MC&FP Communicator (TAR 1881)
 - MC&FP eMagazine (TAR 1883)
 - Military OneSource
 - MC&FP PAO
 - This Week in Military Community and Family Policy
 - Utilize PM approved content received by a CL but not included in one of the above sources.
 - If a CL is directed by the PM to post content on MHF, ensure content has had OC quality assurance review prior to posting.
 - Add the requirement to TAR 1938.
 - Manager, Emerging Media Technologies can utilize content on social media sites, as appropriate.
 - Utilize content received directly from an MC&FP PM.
 - If the Manager, Emerging Media Technologies receives content directly from a PM, provide the content to OC editor for quality assurance review prior to posting on any social media sites.
 - Once edited, use content as appropriate on social media sites.
 - Add the content to the applicable program area ongoing TAR.
 - CL will add content to MHF, if appropriate.

Approval and Review:

This SOP was approved by the OC Deputy Director December 16, 2009, and remains in effect until superseded. OC management staff shall review this SOP annually at the start of each fiscal year or as needed for updates.