ALARACT 122/2015

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SUBJ/ALARACT 122/2015 - PROFESSIONALIZATION OF ONLINE CONDUCT
THIS MESSAGE HAS BEEN TRANSMITTED BY USAITA ON BEHALF OF HQDA ASA (MRA)//DAPE//

1. REFERENCES:

1.A. ARMY REGULATION 600-20 (ARMY COMMAND POLICY), 6 NOV 14.

1.B. ARMY REGULATION 600-100 (ARMY LEADERSHIP), 8 MAR 07.

1.C. ARMY REGULATION 350-1 (ARMY TRAINING AND LEADER DEVELOPMENT), 19 AUG 14.

1.D. U.S. ARMY SOCIAL MEDIA HANDBOOK, MAR 14 (UPDATE TBP SEP 15).

2. THIS MESSAGE IS APPLICABLE TO ALL MEMBERS OF THE ARMY TEAM, INCLUDING MEMBERS OF THE ACTIVE ARMY, THE ARMY NATIONAL GUARD/ARMY NATIONAL GUARD OF THE UNITED STATES, THE U.S. ARMY RESERVE, CADETS OF THE U.S. MILITARY ACADEMY AND THE RESERVE OFFICER TRAINING CORPS, ARMY CIVILIAN EMPLOYEES AND CONTRACTORS, AND RECRUITS MANAGED BY U.S. ARMY RECRUITING COMMAND.

3. KEY TERMS.

3.A. ONLINE CONDUCT. THE USE OF ELECTRONIC COMMUNICATION IN AN OFFICIAL OR PERSONAL CAPACITY THAT IS CONSISTENT WITH ARMY VALUES AND STANDARDS OF CONDUCT.

3.B. ONLINE MISCONDUCT. THE USE OF ELECTRONIC COMMUNICATION TO INFLICT HARM. EXAMPLES INCLUDE, BUT ARE NOT LIMITED TO: HARASSMENT, BULLYING, HAZING, STALKING, DISCRIMINATION, RETALIATION, OR ANY OTHER TYPES OF MISCONDUCT THAT UNDERMINE DIGNITY AND RESPECT.

3.C. ELECTRONIC COMMUNICATION. THE TRANSFER OF INFORMATION (SIGNS, WRITING, IMAGES, SOUNDS, OR DATA) TRANSMITTED BY COMPUTER, PHONE, OR OTHER ELECTRONIC DEVICE. ELECTRONIC COMMUNICATIONS INCLUDE, BUT ARE NOT LIMITED TO: TEXT MESSAGES, EMAILS, CHATS, INSTANT MESSAGING, SCREENSAVERS, BLOGS, SOCIAL MEDIA SITES, ELECTRONIC DEVICE APPLICATIONS, AND WEB/VIDEO CONFERENCING.

3.D. ONLINE-RELATED INCIDENT. A CATEGORIZATION USED TO TRACK

REPORTED CASES OF MISCONDUCT THAT INVOLVE ELECTRONIC COMMUNICATION. AN ONLINE-RELATED INCIDENT IS ONE WHERE AN ELECTRONIC COMMUNICATION IS USED AS THE PRIMARY MEANS FOR COMMITTING MISCONDUCT OR THE ELECTRONIC COMMUNICATION, STANDING ALONE, CONSTITUTES THE MOST SERIOUS OFFENSE AMONG A NUMBER OF OFFENSES.

4. SITUATION. THE ARMY VALUES REQUIRE THAT EVERYONE BE TREATED WITH DIGNITY AND RESPECT. THIS IS A CRITICAL COMPONENT OF THE ARMY PROFESSION. AS MEMBERS OF THE ARMY TEAM, INDIVIDUALS' INTERACTIONS OFFLINE AND ONLINE REFLECT ON THE ARMY AND ITS VALUES. THE ARMY VALUES APPLY TO ALL ASPECTS OF OUR LIFE, INCLUDING ONLINE CONDUCT. HARASSMENT, BULLYING, HAZING, STALKING, DISCRIMINATION, RETALIATION, AND ANY OTHER TYPE OF MISCONDUCT THAT UNDERMINES DIGNITY AND RESPECT ARE NOT CONSISTENT WITH ARMY VALUES AND NEGATIVELY IMPACT COMMAND CLIMATE AND READINESS. SOLDIERS OR CIVILIAN EMPLOYEES WHO PARTICIPATE IN OR CONDONE MISCONDUCT, WHETHER OFFLINE OR ONLINE, MAY BE SUBJECT TO CRIMINAL, DISCIPLINARY, AND/OR ADMINISTRATIVE ACTION. CONTRACTOR EMPLOYEE MISCONDUCT WILL BE REFERRED TO THE EMPLOYING CONTRACTOR THROUGH APPLICABLE CONTRACTING CHANNELS FOR APPROPRIATE ACTION.

5. THE FOLLOWING GUIDANCE ON ONLINE CONDUCT IS PROVIDED.

5.A. COMMANDERS AND LEADERS WILL REINFORCE A CLIMATE WHERE CURRENT AND FUTURE MEMBERS OF THE ARMY TEAM, INCLUDING SOLDIERS, ARMY CIVILIANS, CONTRACTORS, AND FAMILY MEMBERS, UNDERSTAND THAT ONLINE MISCONDUCT IS INCONSISTENT WITH ARMY VALUES AND WHERE ONLINE-RELATED INCIDENTS ARE PREVENTED, REPORTED, AND ADDRESSED AT THE LOWEST POSSIBLE LEVEL.

5.B. WHEN USING ELECTRONIC COMMUNICATION DEVICES, MEMBERS OF THE ARMY TEAM SHOULD APPLY "THINK, TYPE, 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.

5.C. PERSONNEL EXPERIENCING OR WITNESSING ONLINE MISCONDUCT SHOULD PROMPTLY REPORT MATTERS TO THE CHAIN OF COMMAND/SUPERVISION. ALTERNATIVE AVENUES FOR REPORTING AND INFORMATION INCLUDE: FAMILY SUPPORT SERVICES, EQUAL OPPORTUNITY, EQUAL EMPLOYMENT OPPORTUNITY, SEXUAL HARASSMENT/ASSAULT RESPONSE AND PREVENTION, THE INSPECTOR GENERAL, AND ARMY LAW ENFORCEMENT.

6. THE FOLLOWING HQDA ACTIONS WILL REINFORCE PROFESSIONAL ONLINE CONDUCT.

6.A. ARMY REGULATION 600-20 CURRENTLY CONTAINS PUNITIVE LANGUAGE

REGARDING HARMFUL USE OF ELECTRONIC MEDIA. THE ASSISTANT SECRETARY OF THE ARMY (MANPOWER & RESERVE AFFAIRS) (ASA (M&RA)), IN COORDINATION WITH THE DEPUTY CHIEF OF STAFF (DCS), G-1, WILL ENSURE THAT FUTURE UPDATES FURTHER CLARIFY ARMY POLICY REGARDING ELECTRONIC COMMUNICATIONS AND ONLINE CONDUCT.

6.B. ARMY CONTRACTS AND AGREEMENTS CURRENTLY CONTAIN LANGUAGE THAT COVERS MISCONDUCT. THE DEPUTY ASSISTANT SECRETARY OF THE ARMY-PROCUREMENT WILL INITIATE UPDATES TO FURTHER CLARIFY CONTRACTUAL RESPONSIBILITIES REGARDING ELECTRONIC COMMUNICATIONS AND ONLINE CONDUCT.

6.C. ARMY PROGRAMS CURRENTLY TRACK CERTAIN MISCONDUCT RELATED TO EQUAL OPPORTUNITY, EQUAL EMPLOYMENT OPPORTUNITY, SHARP, INSPECTOR GENERAL INVESTIGATIONS, UCMJ DISPOSITION, AND LAW ENFORCEMENT INVESTIGATIONS. ASA (M&RA), DCS, G-1, THE INSPECTOR GENERAL, THE JUDGE ADVOCATE GENERAL, AND THE PROVOST MARSHAL GENERAL WILL INITIATE UPDATES TO THEIR RESPECTIVE SYSTEMS TO TRACK ONLINE-RELATED INCIDENTS.

6.D. THE ASSISTANT CHIEF OF STAFF (INSTALLATION MANAGEMENT) AND INSTALLATION MANAGEMENT COMMAND WILL ASSESS WAYS TO PROVIDE INFORMATION AND SUPPORT TO FAMILIES TO RAISE AWARENESS OF ONLINE CONDUCT, MISCONDUCT, AND RESPONSE OPTIONS.

6.E. CIO/G-6 WILL UPDATE THE ACCEPTABLE USE POLICY, THE NETWORK USER AGREEMENT, AND CYBER AWARENESS CHALLENGE ANNUAL TRAINING TO ADDRESS ELECTRONIC COMMUNICATIONS AND ONLINE CONDUCT POLICY IN AR 600-20.

6.F. DCS, G-3/5/7, IN COORDINATION WITH ASA (M&RA) AND TRAINING AND DOCTRINE COMMAND, WILL UPDATE THE STANDARDIZED ARMY PROGRAM OF INSTRUCTION AND TRAINING PLANS FOR EQUAL OPPORTUNITY, EQUAL EMPLOYMENT OPPORTUNITY, AND TREATMENT OF PERSONS TO PROVIDE DISCUSSION POINTS AND VIGNETTES REGARDING THE ELECTRONIC COMMUNICATIONS AND ONLINE CONDUCT POLICY IN AR 600-20. IN ACCORDANCE WITH AR 350-1, DCS, G-3/5/7 WILL REVIEW AND APPROVE ADJUSTMENTS TO ANY AFFECTED TRAINING PRODUCTS FOR WHICH THE DCS, G-1 OR DCS, G-6 IS THE PROPONENT.

6.G. DCS, G-1, IN COORDINATION WITH ASA (M&RA), WILL UPDATE THE STANDARDIZED ARMY PROGRAM OF INSTRUCTION AND TRAINING PLANS FOR SEXUAL HARASSMENT/ASSAULT RESPONSE AND PREVENTION TO PROVIDE DISCUSSION POINTS AND VIGNETTES REGARDING THE ELECTRONIC COMMUNICATIONS AND ONLINE CONDUCT POLICY IN AR 600-20.

6.H. THE OFFICE OF THE CHIEF OF PUBLIC AFFAIRS (OCPA) WILL UPDATE THE SOCIAL MEDIA HANDBOOK TO PROVIDE AN EXPANDED DISCUSSION OF ONLINE RESPONSIBILITIES, PROTECTION BEST PRACTICES, AND LEADER RESPONSE

OPTIONS.

6.I. THE OFFICE OF THE PROVOST MARSHAL GENERAL/CRIMINAL INVESTIGATION COMMAND WILL ISSUE CRIME AWARENESS FLYERS ABOUT ONLINE MISCONDUCT, AS APPROPRIATE. THE MOST RECENT FLYER ON THIS TOPIC WAS ISSUED ON 17 APR 15 AND IS AVAILABLE AT HTTP://WWW.CID.ARMY.MIL/CCIU2CAN.HTML.

7. AN ARMY AWARENESS CAMPAIGN BEGAN 16 JUN 15; OCPA WILL DISTRIBUTE GUIDANCE AND TALKING POINTS TO COMMANDERS AND PUBLIC AFFAIRS OFFICERS. THE FOLLOWING PHRASES MAY BE USED FOR MESSAGING PURPOSES: "ONLINE CONDUCT," "THINK, TYPE, POST" (TTP), AND #ONLINECONDUCTTTP.

8. TO THE EXTENT THAT ANY OF THESE REQUIREMENTS CHANGES THE CONDITIONS OF EMPLOYMENT FOR BARGAINING UNIT EMPLOYEES, COMMANDS ARE REMINDED TO FULFILL LOCAL LABOR RELATIONS OBLIGATIONS AS SOON AS POSSIBLE.

9. THE ARMY ENCOURAGES ITS MEMBERS TO TELL THE ARMY STORY AND IS NOT PROHIBITING OR LIMITING THE RESPONSIBLE USE OF SOCIAL MEDIA.

10. THE POINT OF CONTACT FOR THIS ALARACT IS MR. LARRY STUBBLEFIELD: LARRY.STUBBLEFIELD.CIV@MAIL.MIL OR (703) 614-5284.

11. FOR ADDITIONAL INFORMATION, THE DCS, G-1 HAS ESTABLISHED AN ONLINE CONDUCT WEBSITE AT WWW.ARMYG1.ARMY.MIL/ONLINECONDUCT.ASP

12. EXPIRATION DATE OF THIS MESSAGE IS 27 JUL 16.