

Additional guidelines for displaying UMT internet content  
26 May 20

Using Technology and Social Media Platforms is vital to providing religious support, especially during this COVID-19 pandemic. As a Corps, we have been connecting with and supporting our Soldiers, their Families, and our Army Civilians in amazing new ways these past several months. Unfortunately, our Corps' increased exposure has brought with it an increased level of scrutiny – but it's important that we learn from that scrutiny and continue to hone our craft. In doing so, we must always match context to content, whether it be for religious support or spiritual reflection purposes.

1. Always Nest. Connect what you are doing with your Command and with your Religious Support Office. Look for guidance from your PAO, JAG, and Leadership.
2. Context is Key.
3. General encouragement can be placed on a unit webpage, but specific religious support content should be on a dedicated UMT, RSO, or Chapel webpage.
4. UMT, RSO, and Chapel home pages should be “one click away” from the associated unit page – and religious support content other than those hyperlinks should never be displayed on any unit page.
5. Any content in support of a specific religion should be “one click away” from the associated UMT, RSO, or Chapel home page – and content in support of a specific religion should never be displayed on a UMT, RSO, or Chapel home page.
6. When providing content with a limited audience, as you often should, use a more secure platform than a simple webpage – such as a Facebook Group, Microsoft Teams, or Zoom – so that individuals must make a choice to engage the material.
7. Unsure, Ask. If you are unsure of the appropriate context for the content you would like to share, ask for guidance from your PAO, JAG, and Leadership. When contacted by entities, or representatives of entities, outside the Army, regarding Social Media posts or other Internet content, consult your local PAOs for advice and assistance, and never engage those outside the Army directly. Always keep your commanders informed and well advised.

Additional Army guidance is available at: <https://www.army.mil/socialmedia/>

Eric A. Jorgensen  
Chief of Strategy  
Office of the Chief of Chaplains