

ALARACT 023/2024

DTG: R 301150Z APR 24

UNCLAS

SUBJ/ALARACT 023/2024 – CLARIFICATION TO AR 360–1, AND THE SOCIAL MEDIA BOOSTING POLICY FOR U.S. ARMY CORPS OF ENGINEERS CIVIL WORKS-FUNDED PROGRAMS

THIS ALARACT MESSAGE HAS BEEN TRANSMITTED BY JSP ON BEHALF OF HQDA, OCPA

1. (U) REFERENCES:

1.A. (U) PUBLIC LAW 110–417, DUNCAN HUNTER NATIONAL DEFENSE AUTHORIZATION ACT FOR FISCAL YEAR 2009 (AVAILABLE AT [HTTPS://WWW.CONGRESS.GOV/PUBLIC-LAWS](https://www.congress.gov/public-laws))

1.B. (U) AR 360–1, THE ARMY PUBLIC AFFAIRS PROGRAM

1.C. (U) AGO 2020–01, ASSIGNMENT OF FUNCTIONS AND RESPONSIBILITIES WITHIN HEADQUARTERS, DEPARTMENT OF THE ARMY

2. (U) PURPOSE: THIS MESSAGE CLARIFIES THE APPLICABILITY OF REFERENCE 1.B TO U.S. ARMY CIVIL WORKS (CW)-FUNDED PROGRAMS AND U.S. ARMY CORPS OF ENGINEERS' (USACE) PUBLIC AFFAIRS USE OF THESE APPROPRIATIONS.

3. (U) BACKGROUND:

3.A. (U) REFERENCE 1.A LIMITS ALL DEPARTMENT ACTIVITIES, STATING, “NO PART OF ANY FUNDS AUTHORIZED TO BE APPROPRIATED IN THIS OR ANY OTHER ACT SHALL BE USED BY THE DEPARTMENT OF DEFENSE FOR PUBLICITY OR PROPAGANDA PURPOSES WITHIN THE UNITED STATES NOT OTHERWISE SPECIFICALLY AUTHORIZED BY LAW.” THE GOVERNMENT ACCOUNTABILITY OFFICE HAS IDENTIFIED THE FOLLOWING FORMS OF INAPPROPRIATE COMMUNICATION: “SELF-AGGRANDIZEMENT,” “PURELY PARTISAN PURPOSES,” AND “COVERT PROPAGANDA.”

3.B. (U) REFERENCE 1.B STATES THAT “THE ARMY WILL PAY ALL UNPROGRAMMED COSTS OF SUPPORTING PUBLIC AFFAIRS PROGRAMS THAT ARE SPECIFICALLY AUTHORIZED BY PUBLIC LAW, EXECUTIVE ORDER, SECRETARY OF DEFENSE, OR SECRETARY OF THE ARMY, AND THE FOLLOWING

TYPES OF PROGRAMS WHEN THEY ARE IN THE PRIMARY INTEREST OF DA:...  
DIRECT SUPPORT OF RECRUITING AND PERSONNEL PROCUREMENT ACTIVITY,  
WHEN THE COSTS OF SUCH SUPPORT ARE CHARGED TO RECRUITING OR  
PERSONNEL PROCUREMENT PROGRAM FUNDS.”

3.C. (U) REFERENCE 1.B FURTHER STATES, “CONTENT BOOSTING AND  
ADVERTISING. UNITS AND SOCIAL MEDIA MANAGERS ARE NOT AUTHORIZED TO  
USE FUNDS TO ADVERTISE OR BOOST CONTENT.”

3.D. (U) REFERENCE 1.C STATES, “THE ASSISTANT SECRETARY OF THE ARMY  
(CW) PROVIDES POLICY AND BUDGETARY OVERSIGHT FOR U.S. ARMY CORPS  
OF ENGINEERS EXECUTION OF THE ARMY’S CW PROGRAM.”

3.E. (U) REFERENCE 1.C FURTHER STATES, “THE CHIEF OF PUBLIC AFFAIRS IS  
RESPONSIBLE FOR DEVELOPING, OVERSEEING, AND EXECUTING POLICIES AND  
PROGRAMS FOR ARMY PUBLIC AFFAIRS, INCLUDING PUBLIC AFFAIRS FINANCIAL  
PROGRAMS AND BUDGETS, EXCEPT FOR THE ARMY’S CW FINANCIAL  
PROGRAMS AND BUDGET.”

3.F. (U) AS PART OF ITS CW DUTIES, USACE IS REQUIRED TO DIRECTLY ENGAGE  
THE AMERICAN PUBLIC AND SEEK ITS INPUT ON FEDERAL PROJECTS AND  
ACTIVITIES THAT HAVE PUBLIC OR ENVIRONMENTAL IMPACTS. IN ADDITION, AS  
THE LARGEST PROVIDER OF FEDERAL WATER-BASED RECREATION, USACE HAS  
A DUTY TO ADVISE THE PUBLIC OF THE DANGERS OF BOATING, SWIMMING, AND  
OTHER WATER-BASED ACTIVITIES AT ITS MANAGED FACILITIES. FINALLY, USACE  
MUST FILL VITAL, OFTEN HARD-TO-FILL VACANCIES, FOR PERSONNEL WITH  
SPECIALIZED TECHNICAL SKILLS OR AT REMOTE LOCATIONS WHILE LACKING  
ACCESS TO A FULL SUITE OF ONLINE OR COMMERCIAL RECRUITING TOOLS.

#### 4. (U) EXECUTION:

4.A. (U) AUTHORIZATION IS GRANTED FOR USACE TO USE CW APPROPRIATED  
FUNDS TO BOOST SOCIAL MEDIA POSTS SUPPORTING PUBLIC ENGAGEMENT  
AND RECRUITMENT RELATED TO USACE CW ACTIVITIES IN COMPLIANCE WITH  
FISCAL POLICIES, REGULATIONS, AND/OR LAW.

4.B. (U) ALL USACE COMMANDERS WILL ENSURE ONLY CW APPROPRIATED  
FUNDS ARE USED TO BOOST SOCIAL MEDIA POSTS SUPPORTING APPROVED  
CW PROGRAMS, PROJECTS, AND ACTIVITIES, AND CW RECRUITMENT EFFORTS  
IN ACCORDANCE WITH TITLE 10, UNITED STATES CODE; REFERENCE 1.B; AND  
REFERENCE 1.C REQUIREMENTS, IN A FISCALLY JUDICIOUS MANNER.

4.C. (U) USACE COMMANDERS WILL ENSURE ARMY FUNDS ARE NOT USED TO  
BOOST SOCIAL MEDIA POSTS OR RECRUITMENT EFFORTS FOR CW ACTIVITIES  
IN ACCORDANCE WITH REFERENCE 1.B.

4.D. (U) USACE MILITARY ACTIVITIES REMAIN SUBJECT TO CONTENTS OF REFERENCE 1.B.

5. (U) POINTS OF CONTACT:

5.A. (U) OFFICE OF THE CHIEF OF PUBLIC AFFAIRS, DIRECTOR, DIGITAL MEDIA DIVISION, LTC LINDSEY ELDER, 1500 ARMY PENTAGON, ROOM 1D445, WASHINGTON, DC 20310-1500; PHONE: 703-697-1849; EMAIL: [LINDSEY.M.ELDER.MIL@ARMY.MIL](mailto:LINDSEY.M.ELDER.MIL@ARMY.MIL).

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6. (U) THIS ALARACT MESSAGE EXPIRES ON 22 APRIL 2025.