



ALASKA LAND MOBILE RADIO

Alaska Land Mobile Radio Communications System

Social Media Account Use Procedure 300-8

Version V9

September 3, 2024



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Document Revision History

Date	Reason for Changes	Version
10/13/2016	New document - approved by the User Council; final.	1
10/2/2017	Annual review. Approved by the Operations Management Office - final.	2
10/23/2018	Annual review. Approved by the Operations Management Office - final.	3
10/3/2019	Annual review. Approved by the Operations Management Office - final.	4
10/5/2020	Annual review. Approved by the Operations Management Office - final.	5
10/5/2021	Annual review. Approved by the Operations Management Office - final.	6
9/28/2022	Annual review. Approved by the Operations Management Office - final.	7
8/03/2023	Annual review. Approved by the Operations Management Office - final.	8
9/03/2024	Annual review. Approved by the Operations Management Office - final.	9



Acronyms and Definitions

Alaska Federal Executive Association (AFEA): federal government entities, agencies, and organizations, other than the Department of Defense, that operate on the shared ALMR system infrastructure.

Alaska Land Mobile Radio (ALMR) Communications System: the ALMR Communications System, as established in the Cooperative and Mutual Aid Agreement.

Alaska Municipal League (AML): a voluntary non-profit organization in Alaska that represents 165 cities, boroughs, and unified municipalities.

Alaska Public Safety Communication Services (APSCS): a State of Alaska (SOA) office in the Department of Public Safety (DPS) that operates and maintains the SOA Telecommunications System (SATS) supporting ALMR and providing public safety communication services and support to state agencies.

Department of Defense (DoD) – Alaska: Alaskan Command, US Air Force, and US Army component services operating under United States Pacific Command and United States Northern Command.

Department of Public Safety (DPS): a State of Alaska (SOA) department where the SOA Telecommunications System (SATS) and ALMR programs reside.

Executive Council: governing body made up of three voting members and two associate members representing the original four constituency groups: the State of Alaska, the Department of Defense, Federal Non-DoD agencies (represented by the Alaska Federal Executive Association), and local municipal/government (represented by the Alaska Municipal League and the Municipality of Anchorage).

Local Governments: those Alaska political subdivisions defined as municipalities in AS 29.71.800(14).

Member: a public safety agency including, but not limited to, a general government agency (local, state, tribal, or federal), its authorized employees and personnel (paid or volunteer), and its service provider, participating in and using the system under a membership agreement.



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Municipality of Anchorage (MOA): the MOA covers 1,951 square miles with a population of over 300,000. The MOA stretches from Portage, at the southern border, to the Knik River at the northern border, and encompasses the communities of Girdwood, Indian, Anchorage, Eagle River, Chugiak/Birchwood, and the native village of Eklutna.

Operations Manager: represents the User Council interests and makes decisions on issues related to the day-to-day operation of the system and any urgent or emergency operational or repair decisions; Establishes policies, procedures, contracts, organizations, and agreements that provide the service levels as defined in the ALMR Service Level Agreement in coordination with the User Council.

Operations Management Office (OMO): develops recommendations for policies, procedures, and guidelines; identifies technologies and standards; and coordinates intergovernmental resources to facilitate communications interoperability with emphasis on improving public safety and emergency response communications.

State of Alaska (SOA): the primary maintainer of the State's infrastructure system, and shared owner of the system. The State of Alaska sponsors local/municipal agencies onto the system.

System: the ALMR Communications System, as established in the Cooperative and Mutual Aid Agreement, and any and all System Design/System Analysis (SD/SA) and System Design/System Implementation (SD/SI) documents.

User: an agency, person, group, organization, or other entity which has an existing written membership agreement to operate on ALMR with one of the parties to the Cooperative and Mutual Aid Agreement. The terms user and member are synonymous and interchangeable. All terms and conditions of the Cooperative and Mutual Aid agreement defined apply to local/municipal government agencies that are sponsored/represented by the State of Alaska.

User Council: governing body responsible for recommending all operational and maintenance decisions affecting the system. Under the direction and supervision of the Executive Council, the User Council has the responsibility for management, oversight, and operation of the system. The User Council oversees the development of system operations plans, procedures, and policies. under the direction and guidance of the Executive Council. All terms and conditions of the Cooperative and Mutual Aid agreement defined apply to local/municipal government agencies that are sponsored/represented by the State of Alaska.



1.0 Purpose

The Alaska Land Mobile Radio (ALMR) Communications System covers the major road systems, eastern Kodiak Island, and portions of the Alaska Marine Highway utilizing a combination of 85 State of Alaska (SOA) and Department of Defense (DOD) sites, with connectivity provided by the Alaska Public Safety Communication Services' (APSCS) microwave.

ALMR is made up of non-Federal (FCC) and Federal (NTIA) frequency resources, which were paired together through a spectrum sharing agreement to help create a digital, wide area, trunked network solution. It is the primary means of first responder communications and coordination during mutual aid emergencies, natural or manmade disasters; is used daily to facilitate police, fire, and medical responses; and is the common denominator for Alaskan interoperable communications with DoD, Federal, State, tribal, and local government public safety response agencies.

The Operations Management Office (OMO) will utilize "X" (formerly known as Twitter®) social media platform to provide insight on how the ALMR system supports the public safety community in their daily operations, as well as during catastrophic events.

2.0 Roles and Responsibilities

2.1 User Council

The User Council (UC) shall be responsible for the formal approval of the Social Media Account Use Procedure and any substantial revisions hereafter.

2.2 Operations Management Office

The OMO shall be responsible for interacting with the public regarding ALMR through social media by:

- Employing a strategy regarding the types of messages to be published and developing a schedule for regular updates.
- Providing factual information regarding ALMR and its use to promote safety and educate the public.
- Verifying information to the greatest extent possible with any corresponding agency, prior to publishing.
- Monitoring the account Monday-Thursday, 7 a.m.-3:30 p.m., excluding State and Federal holidays.
- Posting weekend or after-hour emergencies on an as-needed basis.
- Responding to all social media posts, as needed and/or appropriate, within two business days.



- Archiving all posts published on the ALMR social media account.

3.0 Procedures

Account managers for the ALMR social media account should ensure posts:

- Are reviewed for factual accuracy, as well as grammatical and spelling errors prior to posting.
- Share relevant feedback from users.
- Are informative in nature and provide easily verifiable facts.
- Contain links to resources, whenever possible, where readers can get additional information.
- Do not contain proprietary or confidential information.
- Acknowledge copyrighted or intellectual property rights, as appropriate.
- Are not utilized to promote any products or persons.
- Always observe the Terms of Service of the social media platform.
- Correct mistakes immediately and ensure the correction is identified, as such.
- Are updated along with the date available if additional information becomes available after the fact.
- Are neutral in tone.

4.0 Terms and Conditions

Participants using the ALMR social account take responsibility for their comments, username, and any additional information they provide. Posts and corresponding comments must adhere to the following terms and conditions.

The following are disallowed under any circumstances:

- Comments which are profane, graphic, obscene, explicit, racially tinged, abusive, hateful, or potentially libelous.
- Promotions, endorsement, solicitations, and advertisements.
- External links other than those provided by the account owner.
- Suggestions or promotions of any illegal activity.
- Political campaign advertisements, comments, or discussions.
- Comments not related to the original posting.

5.0 Violations

When deleting a user comment, an ALMR social media account manager shall:

- Message the user and advise them that their post was deleted.
- Specify which of the Terms and Conditions were violated.



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- Invite them to re-post their comment within the established policy guidelines.

6.0 Contacts

Questions regarding these guidelines may be directed to the OMO by contacting Mr. Paul Fussey at 907-777-1109 or paul.fussey@wostmann.onmicrosoft.com and/or Ms. Mary Burnham at 907-777-1113 or mary.burnham@wostmann.com.

7.0 Compliance

Compliance standards for the Social Media Account Use Procedure are outlined in ALMR Social Media Account Use Policy Memorandum 300-8.