



Army Social Media: harnessing the power of networked communications

Report Documentation Page

Form Approved
OMB No. 0704-0188

Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

1. REPORT DATE 01 SEP 2011		2. REPORT TYPE		3. DATES COVERED 00-00-2011 to 00-00-2011	
4. TITLE AND SUBTITLE Army Social Media: harnessing the power of networked communications				5a. CONTRACT NUMBER	
				5b. GRANT NUMBER	
				5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)				5d. PROJECT NUMBER	
				5e. TASK NUMBER	
				5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Army Office of the Chief of Public Affairs, Online and Social Media Division, 1500 Pentagon, Washington, DC, 20301				8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)				10. SPONSOR/MONITOR'S ACRONYM(S)	
				11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release; distribution unlimited					
13. SUPPLEMENTARY NOTES					
14. ABSTRACT					
15. SUBJECT TERMS					
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT	18. NUMBER OF PAGES	19a. NAME OF RESPONSIBLE PERSON
a. REPORT unclassified	b. ABSTRACT unclassified	c. THIS PAGE unclassified			



- **What *IS* social media?**





The glossary

Social Networking:

- Facebook
- MySpace
- Friendster



Collaborating/ knowledge sharing:

- Wikis
- Message boards
- Forums
- Podcasts



Content sharing:

- You Tube
- Flickr
- Vimeo
- Photobucket



Blogging:

- Blogger
- Wordpress
- Tumblr
- Twitter (micro-blogging)





What's in a NUMBER?

Over **80 percent** of Americans use social media tools and Web sites monthly

Social networking is now the **#1** activity on the web

- Twitter: **54 Million** users
- Facebook: **400 million** users
- You Tube: **924 million** unique visitors each year



- American teens sent an average of 3,146 texts a month in 2009
- That's **10 text messages per hour** they are not in school or sleeping, according to research by The Nielsen Company.





A Wikipedia entry entitled "Fort Hood shooting" was up within 2 hours

Fort Hood

Social Media became a key place to correct the record and provide information. Fort Hood was the most blogged and tweeted about topic of the week

facebook

Updates were posted to the Army's Twitter and Facebook accounts, resulting in over 20,000 responses and interactions.

twitter

Online support follows Hood shootings

Staff report

Posted: Friday, Nov 6, 2009 19:17:02 EST

A flood of support is hitting the Army's social media sites in the wake of the shootings at Fort Hood, Texas.

"My prayers go out to the family and friends of the fallen heroes. It's time we remember to pray for all our soldiers regardless of where they are," one person wrote on the Army's Facebook page.

Another posted: "As a soldier, it's like losing part of your family. I love the U.S. Army and this will be resolved. Pray for the wounded and killed. I thank them for their service, hooah."

SHARE YOUR MESSAGE:

[Facebook](#)

[Twitter](#)

[Military Times forum](#)





Policy

Education

We need to educate our Soldiers about the appropriate use of social networking sites

vs.

Regulation

The two policies that apply to social networking today are **Operations Security**, and the **Uniform Code of Military Justice**



DTM 09-026

- The Department of Defense Policy on social networking:
 - NIPRNET configured to allow access to social media
 - Restrictions should be temporary and commensurate with risk
 - Agencies outside of public affairs may use social media in an official capacity, but must coordinate with public affairs/operations security staff



Social Media across DoD

Services Social Media Comparison	Army	Marines	Air Force	Coast Guard	Navy	DoD
Facebook	185,689 fans	267,770 fans	36,798 fans	9,257 fans	88,243 fans	15,210 fans
You Tube	189,361 channel views	19,907 channel Views	82,241 channel views	261,035 channel views	13,034 channel views	19,995 channel views
Flickr	5,016 images	1,112 (Marine Corps News) images	1,397 images	719 images	3,006 images	1,767 images
Twitter	25,571 followers	7,927 followers	8,369 followers	7,185 followers	9,248 followers	4,279 followers

Blogging

HTTP://ARMYLIVE.DODLIVE.MIL

How would you improve Army training?

3

tweets

"We're just not there yet."

As the Army's chief evangelist for social media, this is a response I get pretty often. Typically from organizations or individuals at the mid-to-senior level, or folks who have been doing their job for a long time. They're willing to recognize the importance of social media, see the opportunities, but somehow also see themselves as a few steps away from the final cliff they think they need to jump off to start using new tools and tactics like social media.

It's a response I received while trying to encourage social media at the Boring Army Class I find myself in this week. Now, if you've been in or around the Army for any point of time you'll understand what I'm talking about. The U.S. Army truly is the best trained Army in the world. Sometimes in spite of ourselves.

In addition to having amazing, hands-on training and some of the best cadre and leaders you can find, we also have a finely tuned teaching technique that is particularly prevalent around the Pentagon – I call it "teaching to the break." It's when some instructor feeds you PowerPoint from a fire hose for an hour and then asks for questions. Now, you know that right behind questions is a break. So, you know no one is dumb enough to ask any questions. And if they do, they'll be harassed by their fellow students later.

It's a teaching technique that has its merits – it exists for a reason. PowerPoint is a great teaching tool and when navigating certain topics and themes it can be a great way to provide information. But the technique of "teaching to the break" is one that is just screaming for some kind of social media/collaborative tools innovation.

One thing that I've noted in college classrooms and even within classrooms at the U.S. Military Academy is the use of chat functions during classroom time. Students are able to trade notes, questions and discussion points during class – all while the instructor stands at the front of the room and lectures (most likely using PowerPoint). For digital natives, it keeps them connected and allows the experiences and knowledge in the room to play a roll – that's particularly crucial for our military, where lessons learned often come from colleagues. College students are texting in class anyway – why not encourage them to engage on the topics of discussion?

A blog is a conversational web site, typically offering news or opinion on a certain topic.

Blogs should be written conversationally, and should be short – think op-ed length and e-mail tone.

Determine how you're already being talked about in the blogosphere before you engage yourself.

TRADOC Blog



AAFES Blog



U.S. Army Blog Roll

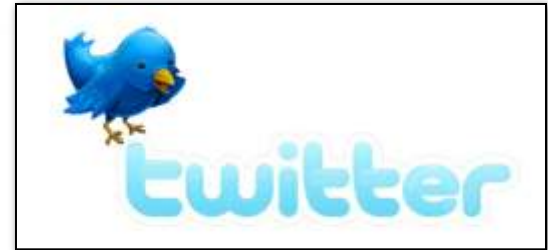
- 17FiB Live
- 1st Heavy Brigade Combat Team, 2nd Infantry Division
- 3rd Heavy Brigade Combat Team
- 4th Brigade, 1st Armored Division
- Army & Air Force Exchange Service
- Army Enterprise (AKO Blog)
- Army Medical Corps Post
- Army Technology Live
- Army Wounded Warrior Program (AW2)
- Combined Arms Center Blog Library
- Commander U.S. Army Pacific
- Task Force Mountain
- The TRICARE blog
- TRADOC Live
- U.S. Army Accessions Command
- U.S. Army Corps of Engineers
- U.S. Army Green Force Blog (AKO Blog)
- U.S. Army Reserve
- U.S. Army ROTC
- U.S. Army Surgeon General's Blog
- Walter Reed Army Medical Center
- Year of the NCO blog

TRADOC Uses the Army Live blog platform, a free service available to all commands interested in blogging.

Posts from across AAFES; links to other social media products.

Twitter

WWW.TWITTER.COM



Twitter is a micro-blogging tool that updates in 140 characters or less.

twitter Login Join Twitter!

I believe leader development is the Army's single most important competency. Our Army will follow 8 leader development imperatives.

9:37 AM Oct 8th from web

 **Martin_Dempsey**
GEN Martin Dempsey

twitter Login Join Twitter!

It's Nat'l Disability Employment Awareness Month. Ask your boss to become a Wounded Warrior Employment Supporter!
<http://tinyurl.com/ydrdhva>

about 2 hours ago from Twitter

 **ChiefNGB**
Craig McKinley

twitter Login Join Twitter!

Our 3 MSCs serving in the Human Resources cmd advance part at Ft Knox are ensuring all is in order for HRC's 2010 move from VA and MO to KY.

5:52 AM Oct 8th from Web

 **ChiefMSC**
MG David Rubenstein

Updates are referred to as "Tweets."

twitter

I just saw a lightweight Soldier headset radio without cables at the Thales booth at the AUSA Convention - Very Cool!!

7:43 AM Oct 8th from web

 **ArmyCIOG6**
LTG Jeffrey Sorenson



Twitter as an FRG outreach tool

The U.S. contingent of HQ ARRC is implementing the use of Twitter as a tool to keep FRG members informed of key events and activities and to establish a system by which information can be quickly disseminated and “pulled” by FRG members as required. The intent is to make the FRG Twitter site a real-time info exchange page with data file postings to the US National page on the JHQ ARRC website.



USFRGARRC

Reps from US Contingent ARRC are in the UK this week to refine all the inprocessing steps we will have to go through this summer.
11:57 PM Feb 13th from web

Happy Valentine's Day to all. Enjoy the day and share the spirit.
11:57 PM Feb 13th from web

Results of Diane Read's Spouse Recon last week and ARRC Recon next week to be discussed at FRG Meeting 22 Feb.
2:03 AM Feb 13th from web

USFRGARRC
US FRG JHQ ARRC

Name US FRG JHQ ARRC
Location Moenchengladbach, Germany
Web http://www.arcc.n...
Bio The US Military Family Readiness Group at JHQ ARRC Twitter Page

1 following 12 followers 1 listed

Tweets 57

Favorites

Lists
@USFRGARRC/us-frg-arcc
View all

Following

YouTube - video sharing

WWW.YOUTUBE.COM

- **YouTube is the #1 most popular video-sharing Web site**
- **Watch, comment and share video clips**
- **You Tube is the 2nd largest search engine, next to Google.**

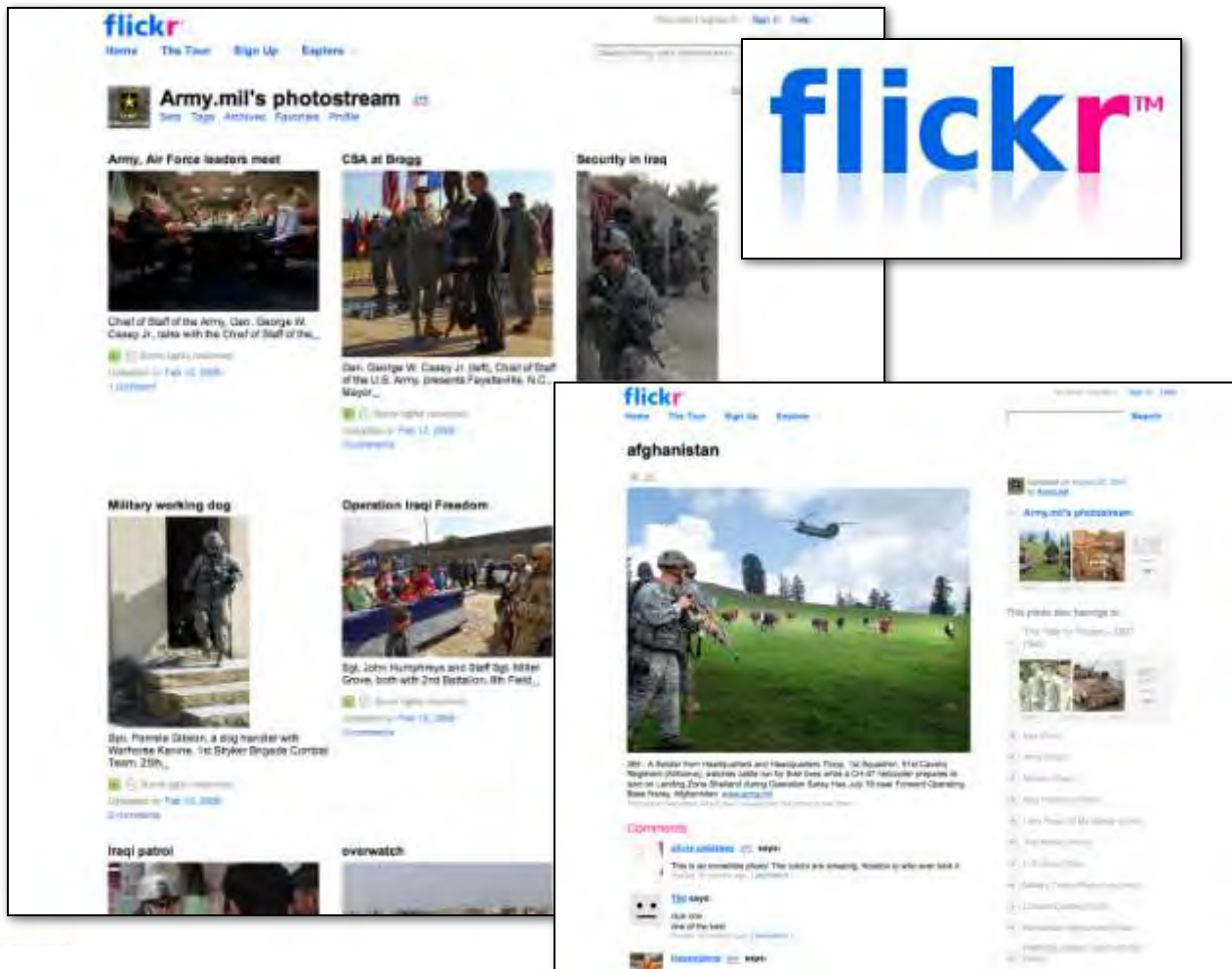


Chief of Staff of the Army, Gen. George Casey spends a few minutes in an informal video chat with Soldiers. Gen. Casey has done nearly two dozen episodes, labeled, “Chief Cams.”

The YouTube logo, featuring the word 'You' in black and 'Tube' in white inside a red rounded rectangle, with the tagline 'Broadcast Yourself' below it.

Flickr - photo sharing

WWW.FLICKR.COM



- Flickr is an online photo management sharing application

- A community of about 5,762 photos uploaded per minute

- View, comment, favorite, share and upload your photos

- Allows individuals to use and share official U.S. Army images

Facebook- connect & share

WWW.FACEBOOK.COM/USARMY

More than 400 million active users

Average user spends more than 55 minutes per day on Facebook

Largest demographic: 18-24

Fastest growing demographic: 35-54



The Vice Chief of Staff of the Army, Peter Chiarelli

Wall Info Photos Discussions

Write something...

Share

The Vice Chief of Staff of the Army, Peter Chiarelli Just Fans

The Vice Chief of Staff of the Army, Peter Chiarelli I served with CSM Johndrow in Iraq, and he epitomizes the quality NCO Corps that makes our Army the finest in the world and one that other armies want to emulate in NCO development. He is one of many superb professional NCOs across our Army that illustrate why 2009 was named The Year of the NCO. I remember my first N...[Read More](#)

A soldier's soldier
Source: www.nypost.com
Few American soldiers have more combat-zone dust on their boots than Command Sgt. Maj. Philip F. Johndrow, US Army. After serving a total of 42 months in Iraq at every tactical level, he's earned

October 21 at 12:15pm · Comment · Like · Share

Lee Marvin Packnett, Terri Cornwell Szendrodi and 18 others like this.

William Hickok A great American... And proud to call him a friend as well.
October 21 at 6:22pm · Report

Christian Brooks hooahh
October 21 at 6:39pm · Report

Roger Stradley I was fortunate to have him in my battalion at Hood in the early 90s, quality man all the way through... good on ya!
October 22 at 4:42pm · Report

Write a comment...

Comment

Welcome to the Vice Chief of Staff of the Army, Peter Chiarelli's official Facebook page. If you're looking for the official source of information about the vice Chief, please visit <http://www.army.mil/leader/vcsa/index.html>

Add to My Page's Favorites
Suggest to Friends
Subscribe via SMS

Fans
6 of 765 fans See All

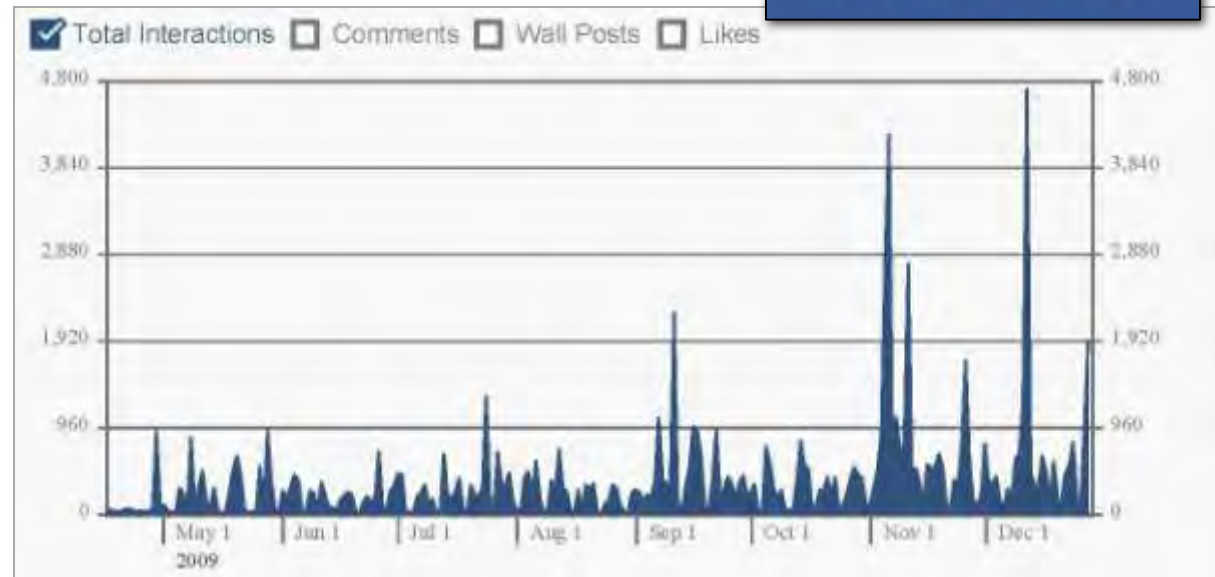
Jeff Jacobs Stephanie Carter Rob Manning
Mike Howard Vincent Fusco Michelle Tan

Photos
1 album See All

Wall Photos
Created about 3 months ago

Links

Interactions
(comments, wall posts,
and “likes” to posts)
have grown from an
average of 1,000-1,500
per week to 3,000-
4,000 per week



- 121,287 = Total Fans on Jan 1
- Male = 54% Female = 46%

Top Cities

Chicago 3,549
Atlanta 3,231
Dallas 2,722

Top Countries

United States 104,600
Canada 3,176
Germany 1,320
United Kingdom 1,216

Age demographics:

13-17 14%
18-24 29%
25-34 24%
35-44 19%
45-54 9%
55+ 4%

Social Media for Command Information

The screenshot shows a Facebook profile for Lieutenant General Frank Helmick. The page header includes navigation tabs for Home, Profile, Friends, and Inbox (175). The profile picture is a military portrait of General Helmick in front of an American flag. A post from Jim Hinnant Sir is visible, along with a post from Timothy Howle Sir. The right sidebar contains advertisements for Coca-Cola and Mike Dillard Coffee. The bottom of the page shows a taskbar with various application icons.

facebook Home Profile Friends Inbox 175 Lindy Kyzer Settings Logout Search

Lieutenant General Frank Helmick A note was sent last night to DPW - a recent pothole success story. "Really appreciate DPW's road repair crew and want to send a thank you. Manchester Road had a huge pot hole after rain last week and your crew marked the area for safety and had it repaired within a few days. Knowing budget challenges I think this is amazing service." If you know of a pothole that needs fixed, call (910) 396-0321. last Friday

Wall Info Photos Discussions Boxes Poll >>

Write something... Attach: Share

Jim Hinnant Sir Just became a Fan. But then, I have always been one! ATW
about an hour ago · Comment · Like · Report

Lieutenant General Frank Helmick
Answers to Schools and Safety questions
Understand why some parents living off-post would want their children to attend the DODDS schools on post... the schools on Fort Bragg are wonderful. Current policy states that children attend the school they are districted to, ...
Yesterday at 6:27pm · Comment · Like · Share
5 people like this.

Timothy Howle Sir, I am the Principal at Irwin Intermediate School on Fort Bragg and a retired Army Officer. I want to pass on my thanks for the great support I receive from COL Sizinski, CSM Muhammed, and SGM Morrone. They truly help us have an outstanding partnership between the command, our school, and our families.
Yesterday at 8:00pm · Report

Bill Weller General, what is your position on Don't ask Don't Tell?
Yesterday at 9:43pm · Report

Nancy Gilstrap Mann Sir, I don't go to the Community Center (we don't have one), and the Picerne Office is not on my daily route either. Is there another way to get critical safety concerns out to those on post in a more timely manner?
Yesterday at 9:59pm · Report

Write a comment... Comment

Information
Country: United States
Current Office: Office: Commanding General, XVIII Airborne Corps and Fort Bragg

Fans
6 of 367 Fans See All
Bill Buckner Paul D. Carlson Anne Edgecomb

Advertisements:
Sneak peek of Big Game Ad
Coca-Cola
Get a sneak peek at Coca-Cola's Big Game ad when you give a virtual gift to Boys & Girls Clubs of America. Donate today!
Like
NHHomes Luxury for Life™
\$8,000 Federal Tax Credit for First-Time Buyers! AND \$6,500 Federal Tax Credit for Move-Up Buyers! Click Here to Learn More!
Like
Mike Dillard Coffee House Letter



Talk to your family

Educate your spouse and family members on OPSEC, and PII.

Basic tips for social media include:

- Don't friend anyone you don't know on Facebook or social networking platforms
- Don't post deployment information, when you're going on vacation or when your spouse/parent will be away.
- Know how to set your privacy settings, and use them.





Resources

- U.S. Army on slide share:
www.slideshare.net/USArmySocialMedia
- OPSEC family portal on AKO:
<https://www.us.army.mil/suite/page/594109>
- CGSC social media 101 video series:
<http://www.youtube.com/user/USArmyCGSC>



What we're doing and why

1. Be present and relevant
2. Adapt our culture to accept social media as an enduring and effective source of information and place to communicate (access at work, real time, broad involvement at all levels).
3. Integrate social media into our training and education programs:
 - DINFOS, CGSC, SSC, SMA, PCC, EXCOM
 - Officer and NCO education system
 - Unit level training and education for Soldiers
4. Establish the institutional organizations and resourcing to sustain our effort and compete at meaningful speeds and scales.