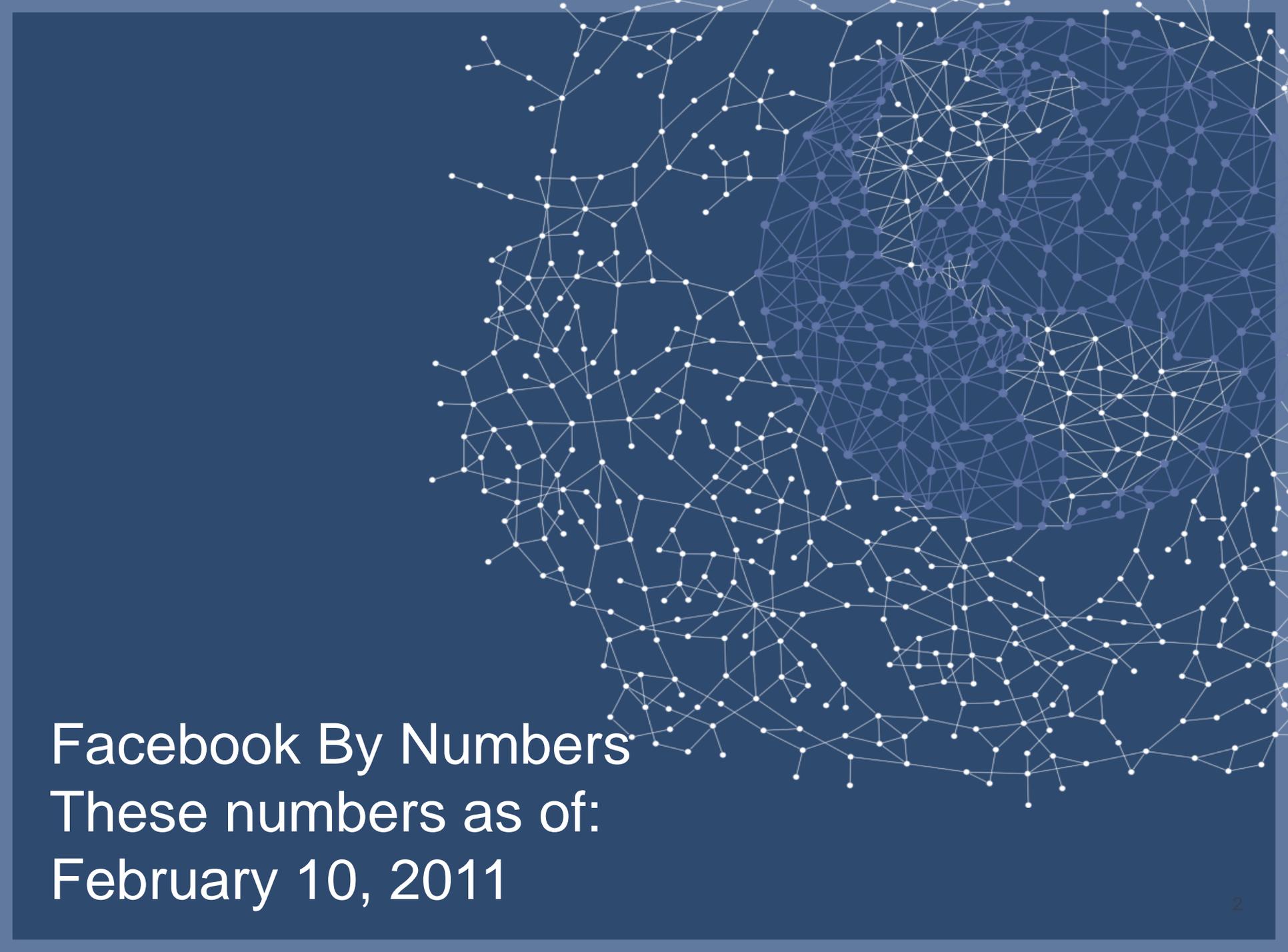




Facebook *Boot Camp*



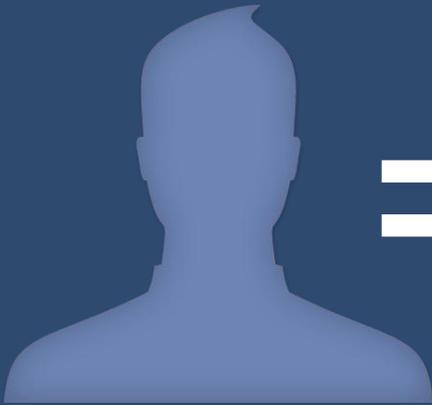
Facebook By Numbers

These numbers as of:
February 10, 2011

A stylized world map with a blue background. The landmasses are dark blue, and the oceans are a lighter blue. Numerous glowing yellow and orange spots are scattered across the map, representing user density. The most prominent spots are in North America, Europe, and parts of Asia. The text '600M users worldwide' is overlaid on the map.

600M

users worldwide



=



Tuesday night
viewers

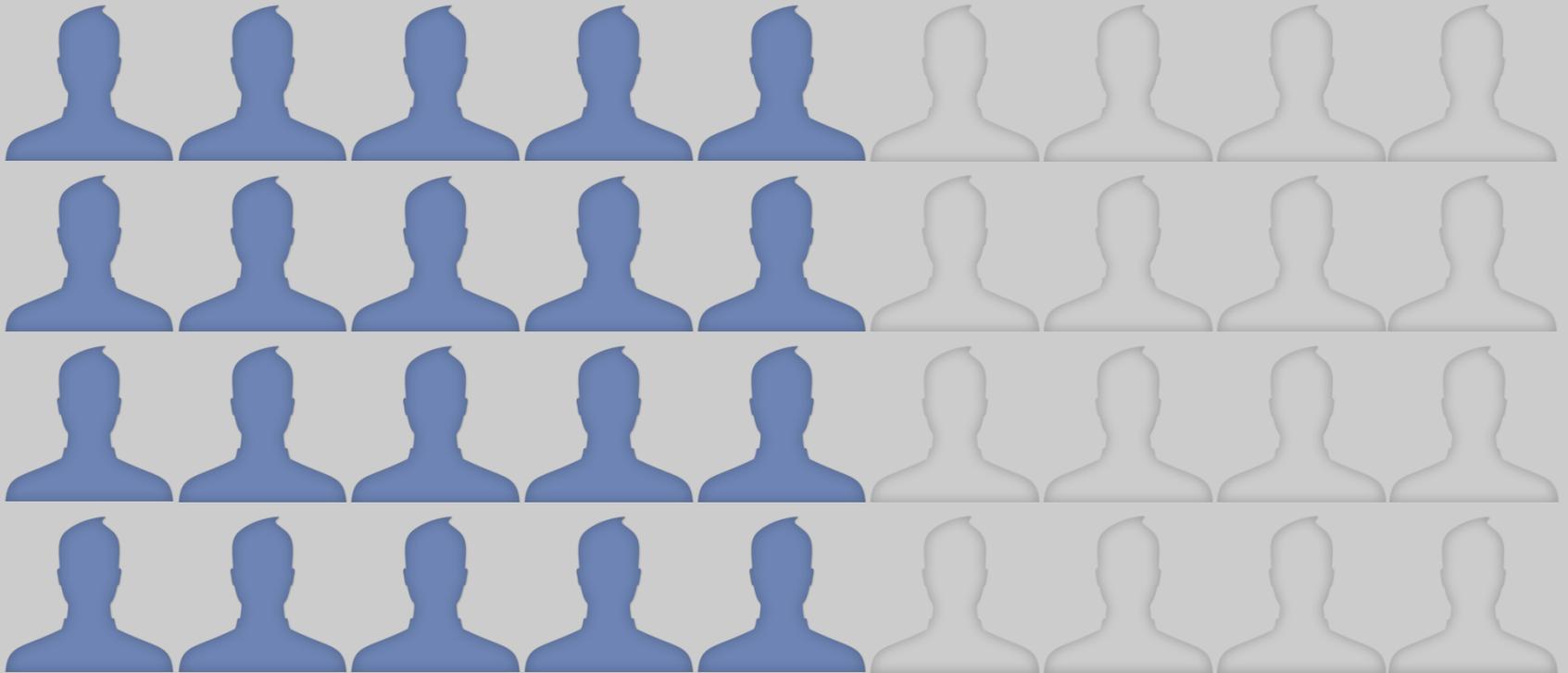
+



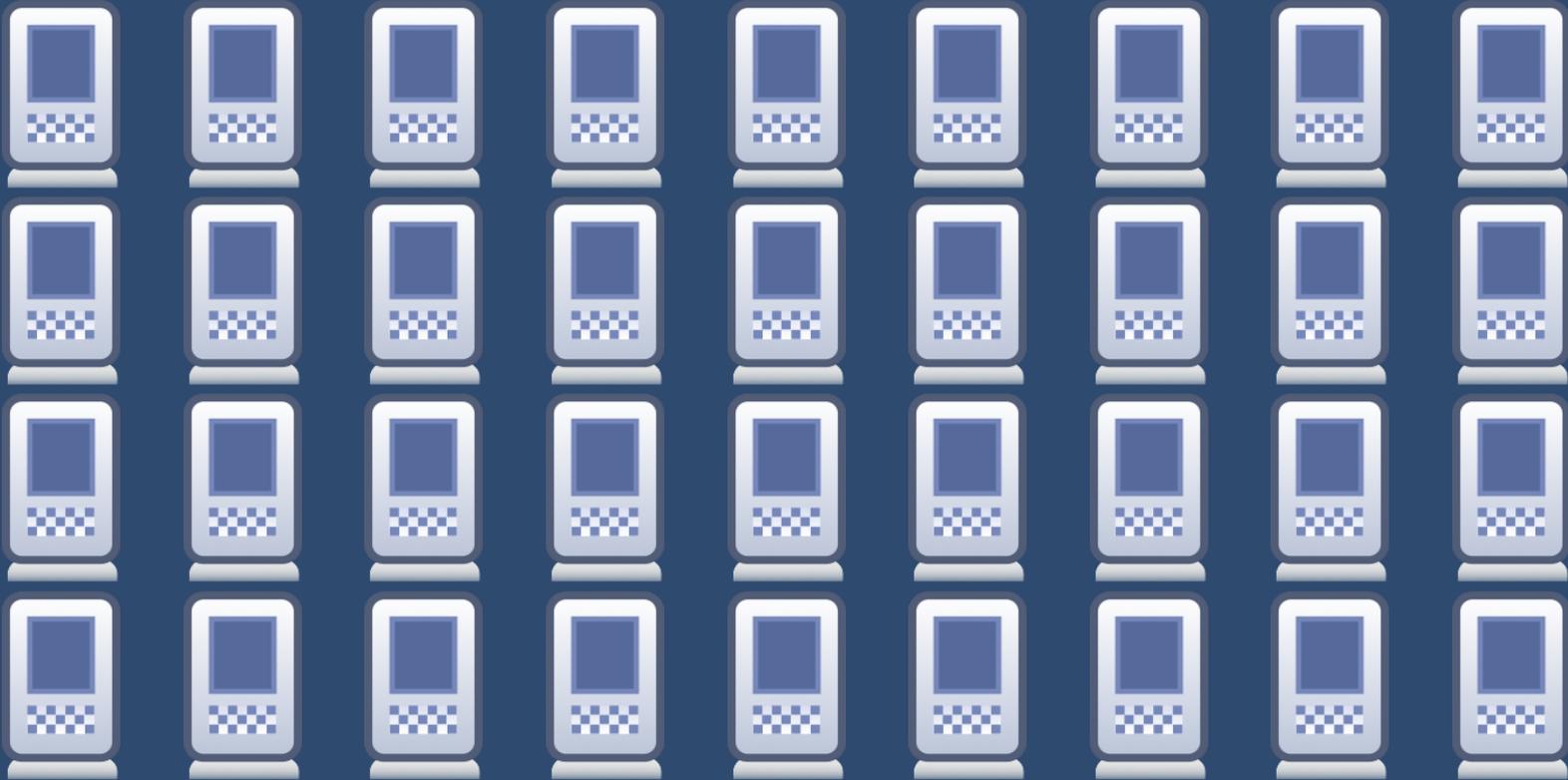
Sunday night
viewers

50M+

users in U.S. per day



More than half
of users return daily



200M+

mobile users each month

7 hrs, 7 mins

facebook

2 hrs, 17 mins YAHOO!

1 hr, 31 mins msn.

1 hr, 21 mins YouTube

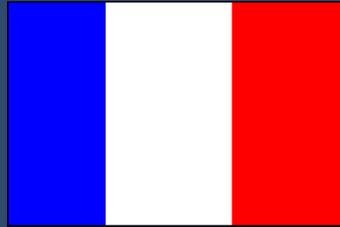
1 hr, 16 mins Google

Time spent
hours

Facebook users around the world



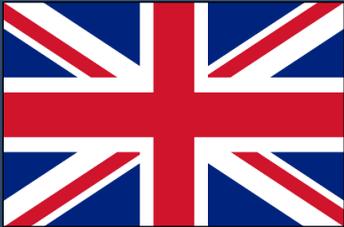
149 million+ active users
70% return daily



22 million+ active users
65% return daily



13 million+ active users
58% return daily



29 million+ active users
68% return daily



19 million+ active users
65% return daily



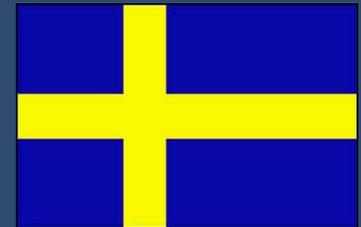
17 million active users
67% return daily



17 million active users
68% return daily

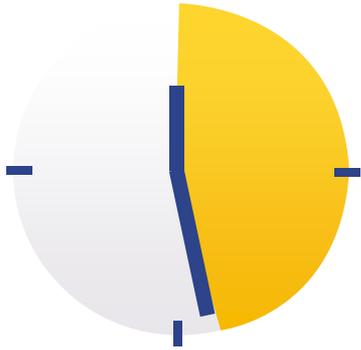


10 million+ active users
66% return daily



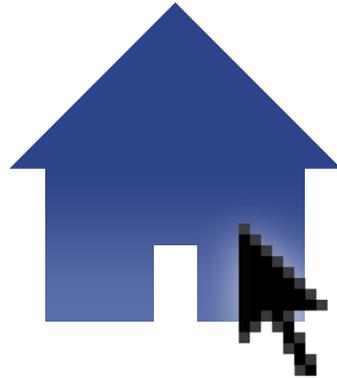
4 million+ active users
71% return daily

Worldwide engagement



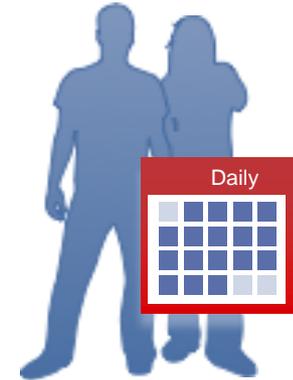
4 hours, 57 mins

Average time spent per user
(monthly)



29 visits

Average visits per user
(monthly)

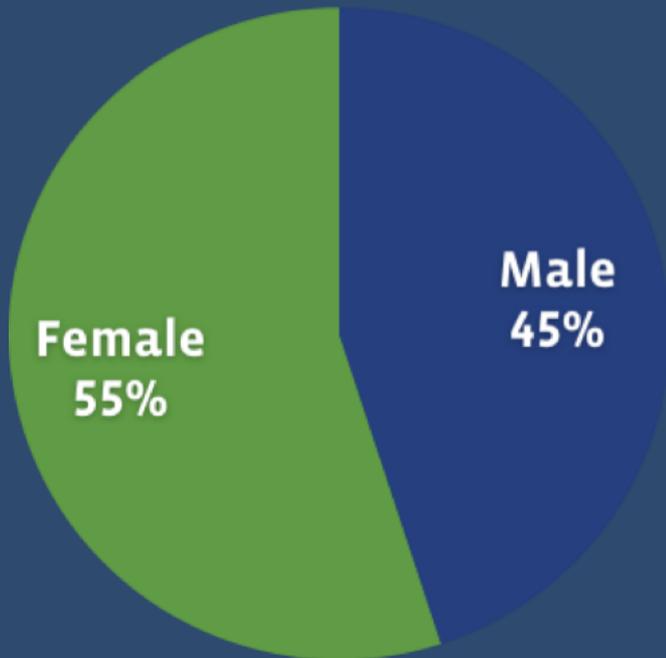


53% daily

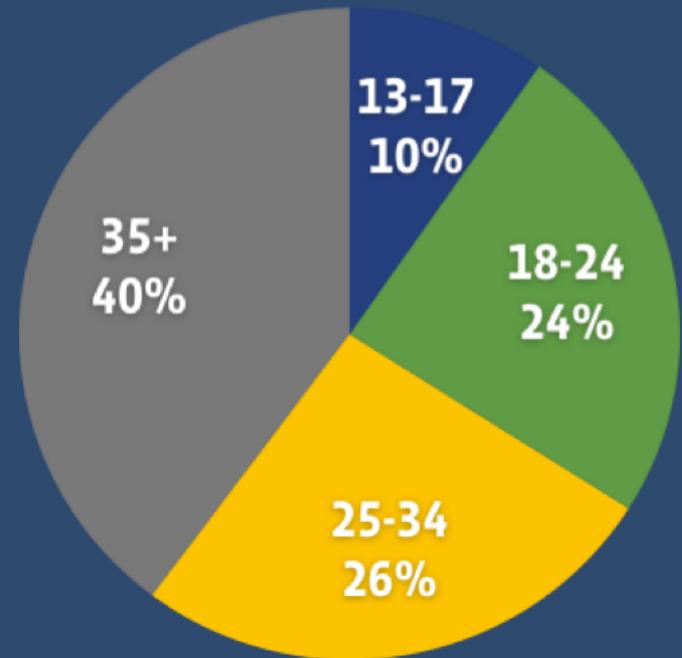
Active users log in
(daily)

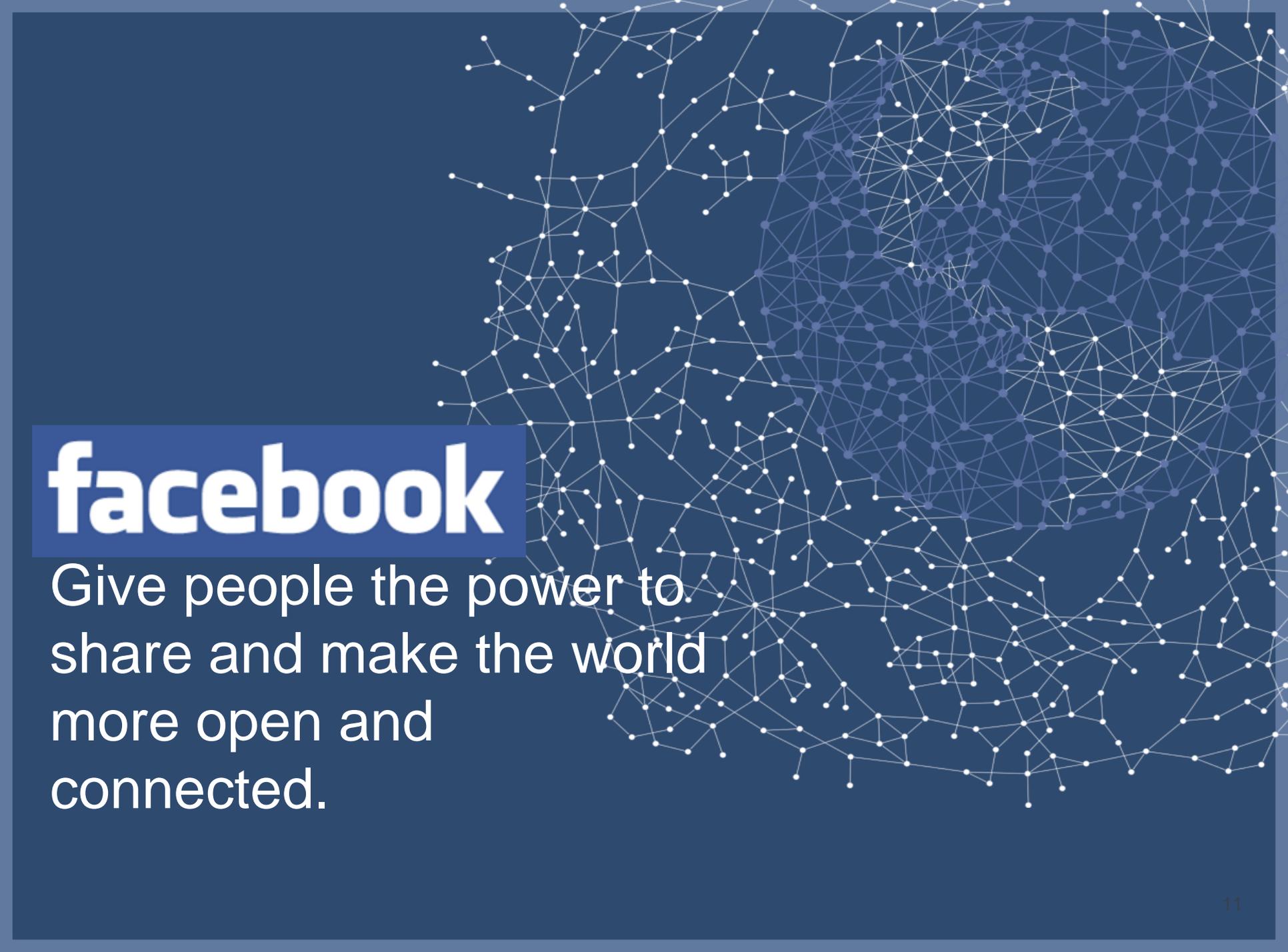
U.S. demographic breakdown

Gender



Age



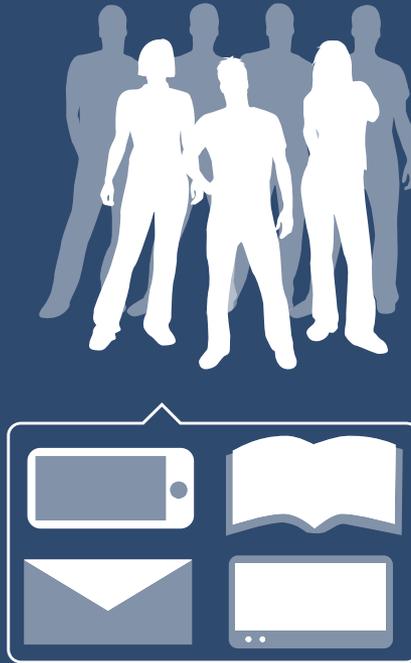


facebook

Give people the power to
share and make the world
more open and
connected.



1 The web is reorganizing around people

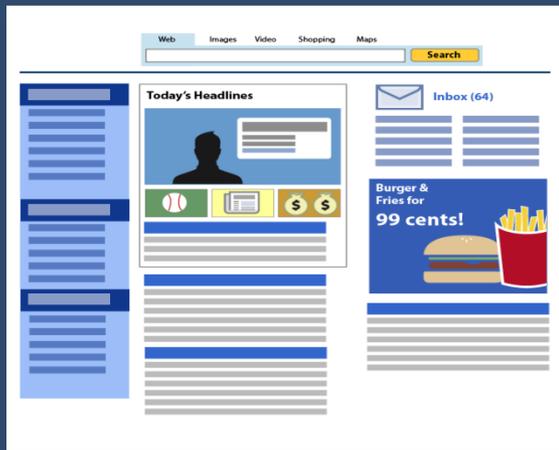


2 Businesses are reorganizing around people



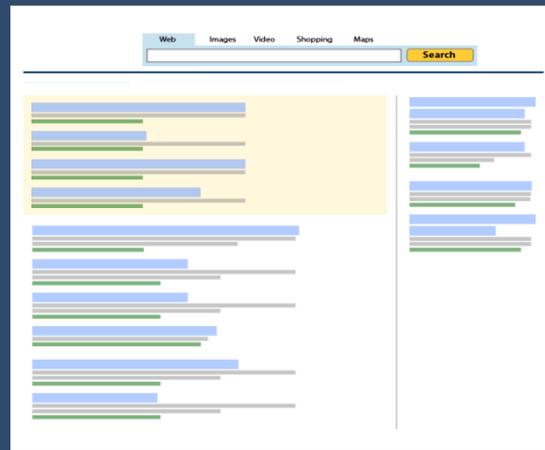
3 Reorganizing around people delivers results

The web is being rebuilt around people



Browse

90's



Search

00's



Discover

10's

Army Senior Leader Social Media presences



Stats as of:
20 April 2011

273

facebook

Current followers: 2,291
Launched: April 11, 2011

facebook

Current followers: 1,462
Launched: March 29, 2011

facebook

Current followers: 2,012
Launched: ~Oct 15, 2009

Facebook Glossary

Terms to know

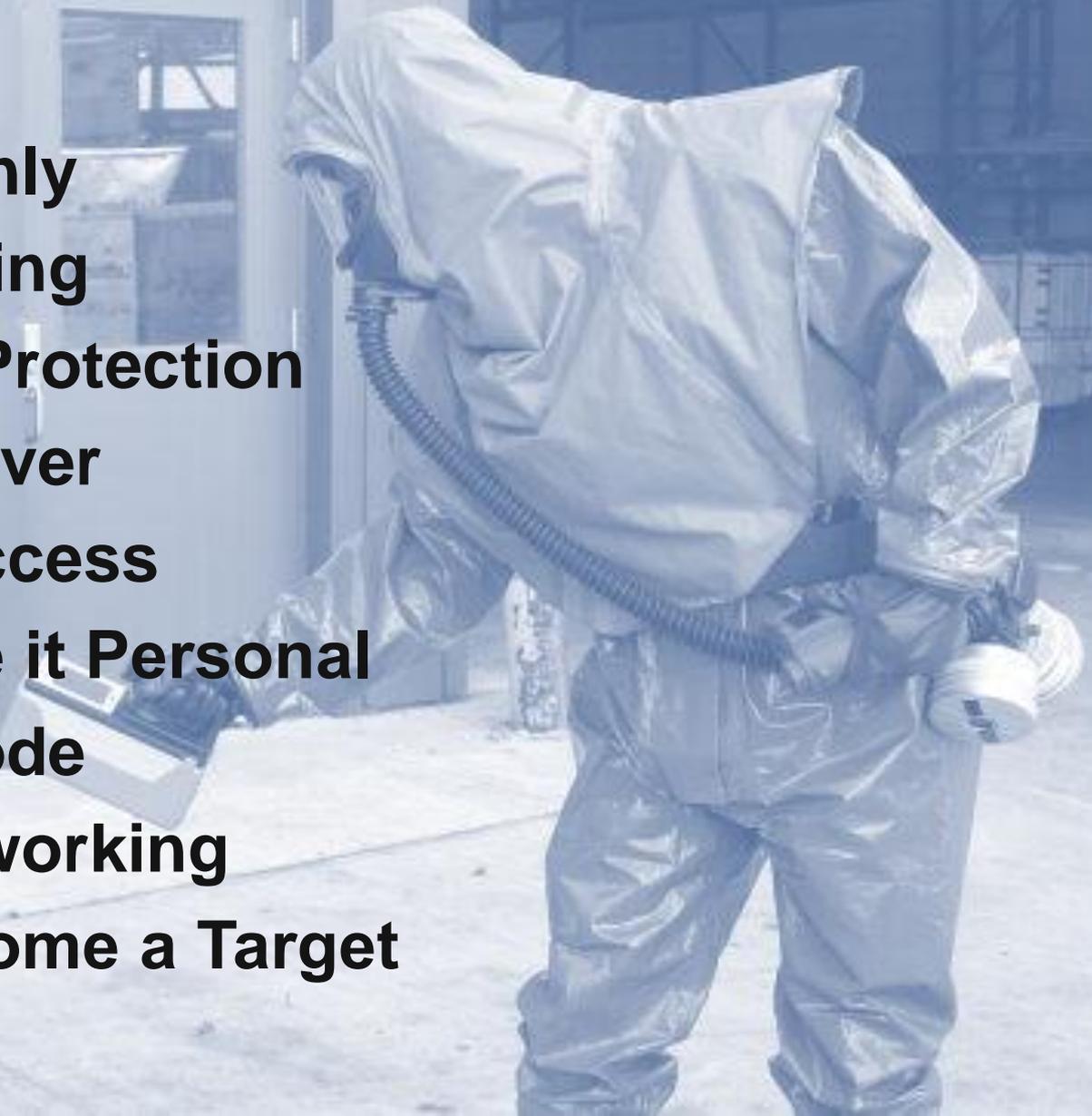
Facebook Glossary

- **Profile**: Facebook profiles are pages that display an individual user's personal information, as well as all their interactions with friends.
- **Page**: Facebook pages are established by organizations to share content with fans, consumers, stakeholders, etc.
- **Wall**: Where you and your followers can write on your profile. This is where you post your unit content and people respond with “Likes” or “Comments.”
- **Comment**: Comment is one of the options for users to give feedback about content. Clicking "Comment" opens up a text box underneath the content. The user can add a note and the note will then appear under the post.
- **Like**: An option for giving feedback on content and posts. If a follower doesn't have any actual commentary to add but they want to acknowledge the content in some way, they can just choose to say that they "Like" it. “Likes” also show how many people are following your page.
- **Profile/Page Tabs**: Profile/page tabs divide content into different sections, such as photos, notes, information and discussions. Profile/page tabs are located at the top of the page.
- **Groups**: Groups are a bit different than pages. Users can set join permissions on groups so that they are either open to anyone, closed (where users must get administrator approval to join) or secret (invite only).

Getting Started (personal account)

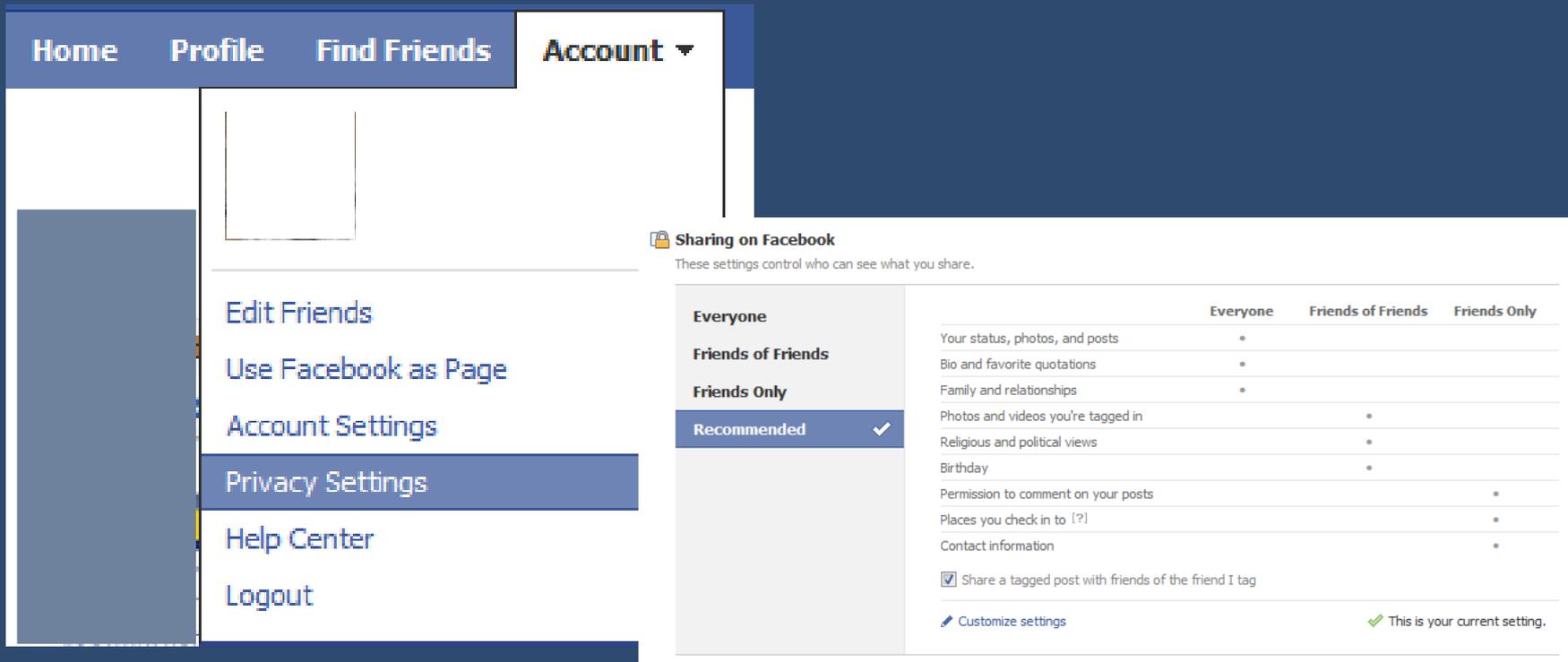
9 Critical Steps to getting started (safely)

- #1: Friends Only
- #2: Less Sharing
- #3: Personal Protection
- #4: App Remover
- #5: Limited Access
- #6: Don't Take it Personal
- #7: Stealth Mode
- #8: Good Networking
- #9: Don't Become a Target



Step #1: Friends Only

- To take a closer look at your settings, click on your account at the upper right corner of your page. As you'll see, if you haven't already adjusted them, your privacy settings will be set to the Facebook default.



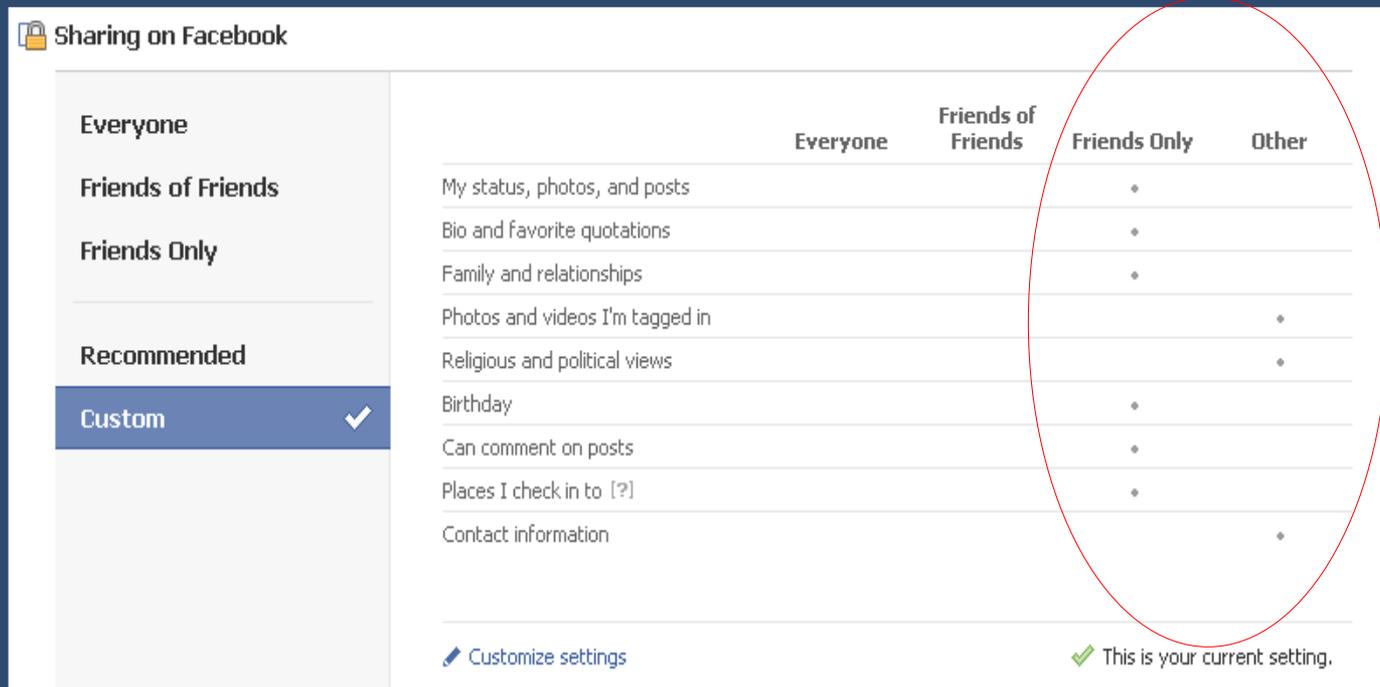
The screenshot shows the Facebook account settings page. The top navigation bar includes 'Home', 'Profile', 'Find Friends', and 'Account'. The 'Account' menu is open, showing options like 'Edit Friends', 'Use Facebook as Page', 'Account Settings', 'Privacy Settings', 'Help Center', and 'Logout'. The 'Privacy Settings' section is highlighted, showing the 'Sharing on Facebook' settings. The settings are controlled by a table with columns for 'Everyone', 'Friends of Friends', and 'Friends Only'. The 'Recommended' setting is selected, which is 'Friends Only'.

	Everyone	Friends of Friends	Friends Only
Your status, photos, and posts	•		
Bio and favorite quotations	•		
Family and relationships	•		
Photos and videos you're tagged in		•	
Religious and political views		•	
Birthday		•	
Permission to comment on your posts			•
Places you check in to [?]			•
Contact information			•
<input checked="" type="checkbox"/> Share a tagged post with friends of the friend I tag			

[Customize settings](#) ✔ This is your current setting.

Friends Only

- These are the settings recommended by the Army. Sharing only with friends eliminates the risk of your content falling into the hands of people you've never met.
- When you list something as “other” it typically means you've customized your settings further than the categories offered in the first three columns.



Sharing on Facebook

	Everyone	Friends of Friends	Friends Only	Other
My status, photos, and posts			•	
Bio and favorite quotations			•	
Family and relationships			•	
Photos and videos I'm tagged in				•
Religious and political views				•
Birthday			•	
Can comment on posts			•	
Places I check in to [?]			•	
Contact information				•

[Customize settings](#) ✔ This is your current setting.

Step #2: Less sharing

- After changing the basic sharing settings, click on the “customize settings” link at the bottom of the page. This will allow you to further customize what you share with others.

 Sharing on Facebook

	Everyone	Friends of Friends	Friends Only	Other
Everyone				
Friends of Friends			•	
Friends Only			•	
Recommended				•
Custom ✓			•	•
My status, photos, and posts			•	
Bio and favorite quotations			•	
Family and relationships			•	
Photos and videos I'm tagged in				•
Religious and political views				•
Birthday			•	
Can comment on posts			•	
Places I check in to [?]			•	
Contact information				•

 [Customize settings](#)  This is your current setting.

Less Sharing

- Once you've clicked through to the "customize settings" link, the Army recommends you change your settings to match the screenshot below.

Customize who can see and comment on things you share, things on your Wall and things you're tagged in.

Things I share	Posts by me <small>Default setting for posts, including status updates and photos</small>	Friends Only ▾
	Family	Friends Only ▾
	Relationships	Friends Only ▾
	Interested in and looking for	Only Me ▾
	Bio and favorite quotations	Friends Only ▾
	Website	Friends Only ▾
	Religious and political views	Only Me ▾
	Birthday	Friends Only ▾
	Places I check in to	Friends Only ▾
	Include me in "People Here Now" after I check in <small>Visible to friends and people checked in nearby (See an example)</small>	<input checked="" type="checkbox"/> Enable

Step #3: Personal Protection

- Once you change your sharing settings, take a look at the other setting options. Click on “view settings” at the top.
- This takes you to a page where you can control your privacy settings even further.
- Once you click through, you’ll be able to adjust how you can be searched and who can view your basic information.

Choose Your Privacy Settings

Connecting on Facebook

Control basic information your friends will use to find you on Facebook. [View Settings](#)

Sharing on Facebook

These settings control who can see what you share.

Everyone

Everyone

Friends of Friends

Friends Only

Personal Protection

- Once on this page, the Army recommends changing all of the default settings to match those on the right.

Choose Your Privacy Settings ▶ Basic Directory Information

[◀ Back to Privacy](#) [Preview My Profile](#)

Your name, profile picture, gender and networks are always open to everyone ([learn why](#)). We suggest leaving the other basic settings below open to everyone to make it easier for real world friends to find and connect with you.

 Search for me on Facebook	This lets friends find you on Facebook. If you're visible to fewer people, it may prevent you from connecting with your real world friends.	 Friends of Friends ▼
 Send me friend requests	This lets real world friends send you friend requests. If not set to everyone, it could prevent you from connecting with your friends.	 Everyone ▼
 Send me messages	This lets friends you haven't connected with yet send you a message before adding you as a friend.	 Everyone ▼
 See my friend list	This helps real world friends identify you by friends you have in common. Your friend list is always available to applications and your connections to friends may be visible elsewhere.	 Friends Only ▼
 See my education and work	This helps classmates and coworkers find you.	 Friends Only ▼
 See my current city and hometown	This helps friends you grew up with and friends near you confirm it's really you.	 Friends Only ▼
 See my interests and other Pages	This lets you connect with people with common interests based on things you like on and off Facebook.	 Friends Only ▼

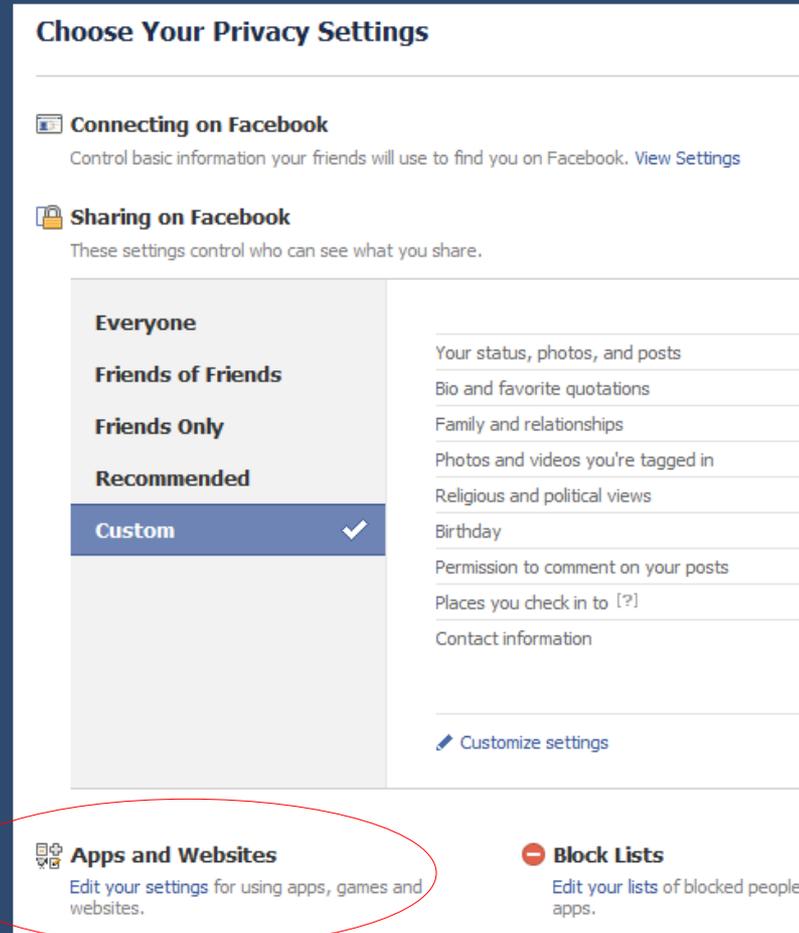
Personal Protection

- Continue moving down the page and make changes to what others can share on your page and who can view your contact information. Follow the suggested settings on the right.

Things others share	Photos and videos I'm tagged in	Only Me ▾
	Can comment on posts <small>Includes status updates, friends' Wall posts, and photos</small>	Friends Only ▾
	Friends can post on my Wall	<input checked="" type="checkbox"/> Enable
	Can see Wall posts by friends	Friends Only ▾
	Friends can check me in to Places	Disabled ▾
Contact information	Mobile phone	Only Me ▾
	Other phone	Only Me ▾
	Address	Only Me ▾
	IM screen name	Friends Only ▾
	 @gmail.com	Only Me ▾

Step #4: App Remover

- Next, go back to your settings page and click on the “Apps and Websites” link at the bottom of the page.
- By default, apps have access to your friends list and any information you choose to share with everyone.
- This page allows you to delete apps you do not trust.



The screenshot shows the Facebook 'Choose Your Privacy Settings' page. It is divided into several sections: 'Connecting on Facebook', 'Sharing on Facebook', 'Apps and Websites', and 'Block Lists'. The 'Sharing on Facebook' section is expanded, showing a list of privacy options: 'Everyone', 'Friends of Friends', 'Friends Only', 'Recommended', and 'Custom'. The 'Custom' option is selected and highlighted with a blue bar and a white checkmark. To the right of this list, a series of horizontal lines represent the items that will be shared with the selected audience, including 'Your status, photos, and posts', 'Bio and favorite quotations', 'Family and relationships', 'Photos and videos you're tagged in', 'Religious and political views', 'Birthday', 'Permission to comment on your posts', 'Places you check in to [?]', and 'Contact information'. At the bottom right of this section is a 'Customize settings' link. Below the main settings area, the 'Apps and Websites' section is visible, with its title and icon circled in red. The 'Block Lists' section is also visible to the right.

Choose Your Privacy Settings

Connecting on Facebook
Control basic information your friends will use to find you on Facebook. [View Settings](#)

Sharing on Facebook
These settings control who can see what you share.

Everyone

Friends of Friends

Friends Only

Recommended

Custom ✓

Your status, photos, and posts

Bio and favorite quotations

Family and relationships

Photos and videos you're tagged in

Religious and political views

Birthday

Permission to comment on your posts

Places you check in to [?]

Contact information

[Customize settings](#)

Apps and Websites
Edit your settings for using apps, games and websites.

Block Lists
Edit your lists of blocked people apps.

App Remover

- Make sure you remove any unwanted applications and make your game and application activity visible to friends only.

The screenshot shows the Facebook 'What you're using' section. It lists 11 applications, games, and websites: Evernote, H, a bird icon, a globe, a blue app icon, a calendar icon with '30', a checkmark icon, Etsy, and a cartoon owl. Below the list are two options: 'Remove unwanted or spammy applications' (with a blue pencil icon) and 'Turn off all platform applications' (with a red X icon). A red circle highlights these two options. Below this is the 'Game and application activity' section, which shows 'Who can see your recent activity on their games and applications dashboards.' set to 'Friends Only' (with a lock icon and a dropdown arrow). A red circle highlights the 'Friends Only' dropdown. Below that is the 'Info accessible through your friends' section with an 'Edit Settings' button. At the bottom is the 'Instant personalization' section with an 'Edit Settings' button.

What you're using	You're using 11 applications, games and websites: Remove unwanted or spammy applications. Turn off all platform applications.	
Game and application activity	Who can see your recent activity on their games and applications dashboards.	Friends Only
Info accessible through your friends	Control what information is available to applications and websites when your friends use them.	Edit Settings
Instant personalization	Lets you see relevant information about your friends the moment you arrive on select partner websites.	Edit Settings

Step #5: Limited Access

- Make sure you also click on “info accessible through your friends”.

What you're using

You're using 11 applications, games and websites:



 Remove unwanted or spammy applications.

 Turn off all platform applications.

Game and application activity

Who can see your recent activity on their games and applications dashboards.

 Friends Only 

Info accessible through your friends

Control what information is available to applications and websites when your friends use them.



Instant personalization

Lets you see relevant information about your friends the moment you arrive on select partner websites.



Limited Access

- Then unselect everything and save your changes.
- Reminder: This is the information applications access through your friends, so be careful what you leave checked.

Info accessible through your friends

Use the settings below to control which of your information is available to applications, games and websites when your friends use them. The more info you share, the more social the experience.

<input type="checkbox"/> Bio	<input type="checkbox"/> My videos
<input type="checkbox"/> Birthday	<input type="checkbox"/> My links
<input type="checkbox"/> Family and relationships	<input type="checkbox"/> My notes
<input type="checkbox"/> Interested in and looking for	<input type="checkbox"/> Photos and videos I'm tagged in
<input type="checkbox"/> Religious and political views	<input type="checkbox"/> Hometown
<input type="checkbox"/> My website	<input type="checkbox"/> Current city
<input type="checkbox"/> If I'm online	<input type="checkbox"/> Education and work
<input type="checkbox"/> My status updates	<input type="checkbox"/> Activities, interests, things I like
<input type="checkbox"/> My photos	<input type="checkbox"/> Places I check in to

Note: your name, profile picture, gender, networks and user ID (along with any other information you've set to everyone) is available to friends' applications unless you turn off platform applications and websites.

[Save Changes](#) [Cancel](#)

Step #6: Don't Take it Personal

- Next, edit your settings in the “Instant personalization” option.

What you're using You're using 11 applications, games and websites:



[Remove unwanted or spammy applications.](#)
[Turn off all platform applications.](#)

Game and application activity Who can see your recent activity on their games and applications dashboards. [Friends Only](#)

Info accessible through your friends Control what information is available to applications and websites when your friends use them. [Edit Settings](#)

Instant personalization Lets you see relevant information about your friends the moment you arrive on select partner websites. [Edit Settings](#)

Public search Show a preview of your Facebook profile when people look for you using a search engine. [Edit Settings](#)

Don't Take it Personal

- Uncheck the box that reads “enable instant personalization on partner websites”. This will keep Facebook’s partner companies from accessing your personal information.

Choose Your Privacy Settings ▶ **Instant Personalization**

[◀ Back to Apps](#)

Instant Personalization

We've partnered with a few websites to provide you with great, personalized experiences the moment you arrive, such as immediately playing the music you like or displaying friends' reviews. To tailor your experience, these partners only access public information (like your name and profile picture) and information available to everyone.

When you first arrive at the following sites, you'll see a notification message and an option to turn off the personalized experience:

- Bing - Social Search
- Pandora - Personalized Music
- TripAdvisor - Social Travel
- Yelp - Friends' Local Reviews
- Rotten Tomatoes - Friends' Movie Reviews
- Clicker - Personalized TV Recommendations
- Scribd - Social Reading
- Docs - Document Collaboration

To turn off instant personalization on all partner sites, uncheck the box below.

Enable instant personalization on partner websites.

Step #7: Stealth Mode

- The last stop on this page is the “public search” option.

What you're using You're using 11 applications, games and websites:



[Remove](#) unwanted or spammy applications.
[Turn off](#) all platform applications.

Game and application activity	Who can see your recent activity on their games and applications dashboards.	Friends Only
Info accessible through your friends	Control what information is available to applications and websites when your friends use them.	Edit Settings
Instant personalization	Lets you see relevant information about your friends the moment you arrive on select partner websites.	Edit Settings
Public search	Show a preview of your Facebook profile when people look for you using a search engine.	Edit Settings

Stealth Mode

- It is recommended that you uncheck the “enable public search” box.
- This will keep your profile from appearing when people search for your name.
- If you leave public search enabled, content you share with “Everyone” is open to anyone on the web, not just Facebook.
- Once you unchecked this function, it will take a short period of time for the change to register and for your profile to stop appearing in searches.

Choose Your Privacy Settings ▶ Public Search

◀ Back to Apps

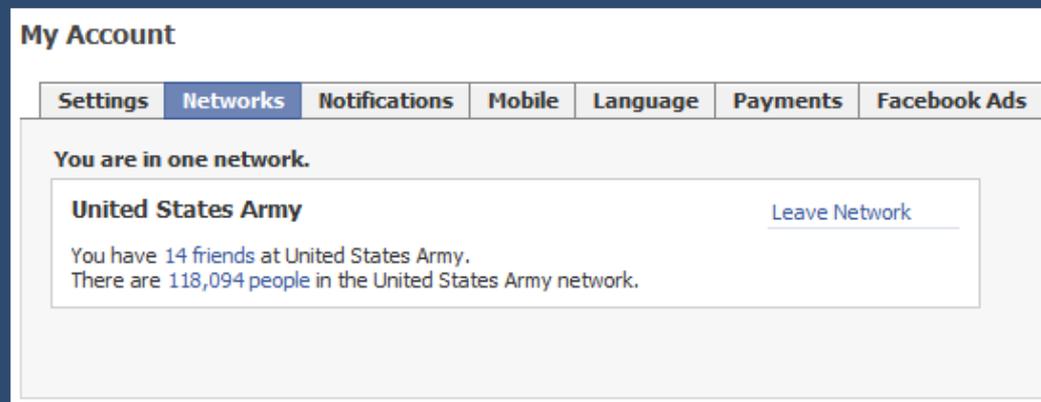
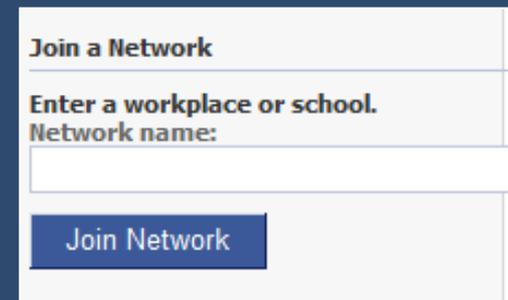
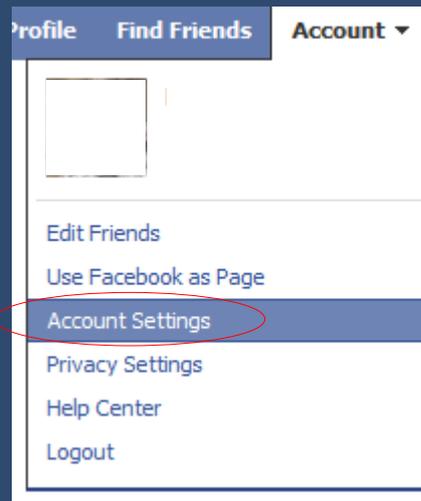
Public search

Public search controls whether people who enter your name in a search engine will see a preview of your Facebook profile. Because some search engines cache information, some of your profile information may be available for a period of time after you turn public search off. [See preview](#)

Enable public search

Step #8: Good Networking

- Networks help you stay in touch with old friends, and help you reconnect with people you've lost touch with, but belonging to a network can also be dangerous if you're not careful.
- By opening your information up to a network, you may share information with people you do not know.
- To change your network, go to "Account Settings" then select the "Networks" tab. Select "Leave Network" to remove that network, or type in your workplace or school to search for networks to join.



Step #9: Don't Become a Target

- Facebook can use your information to target advertisements toward your friends.
- Unless you want Facebook to have unique access to your friends and family on Facebook, it's advised that you disable this function.
- You can do this by clicking on "account settings," and selecting the Facebook Ads Tab. Then select the "No one" option for allowing ads from third party applications. Then select the "No one" option for showing my social actions in Facebook Ads.

My Account

Settings Networks Notifications Mobile Language Payments **Facebook Ads**

Ads shown by third party applications
Facebook does not give third party applications or ad networks the right to use your name or picture in ads. If this is allowed in the future, this setting will govern the usage of your information.

Allow ads on platform pages to show my information to **No one**

Save Changes Cancel

Show my social actions in Facebook Ads to **No one**

Save Changes Cancel

Getting Started (official page)

Examples - Garrison

facebook Email
 Keep me logged in

Sign Up Lieutenant General Frank Helmick is on Facebook
 Sign up for Facebook to connect with Lieutenant General Frank Helmick.



Lieutenant General Frank Helmick Like

Wall Info Discussions Photos Notes Welcome!

Lieutenant General Frank Helmick + Others **Lieutenant General Frank Helmick**
 Just Others

Lieutenant General Frank Helmick
 azstarnet.com
 Fitting tribute for a hero
 A few days before her soldier
 Afghanistan, Marsha Begay
 Monday at 6:35am · Comment · Like

Marcopolopolo Polo, Grace Hartwig, Margie like this.

View all 15 comments

Sabrina Casanova-Brown I have to say now...and I hear how often the person wonderful person, and what a smile...and so many...there seems to be a common theme they are amazing Men!!! I'm so sorry for men...I send a prayer airborne every night
 Monday at 6:36pm · Flag

Phillip Hanners Well done Sir.....
 8 hours ago · Flag

Lieutenant General Frank Helmick Did Fort Bragg will reopen to traffic starting April 18th will now be from 0630-0730. Units and in off of the roads at 0730 to ensure the safe travel. Drivers ...
 See More
 July 23 at 3:45pm · Comment · Like

Grace Hartwig, Ryan Fernandez, Victoria Llo like this.

Lieutenant General Frank Helmick Photo Ceremony hosted by the 108th ADA Brigade

This is the official page for Commanding General of XVIII Airborne Corps and Fort Bragg.

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

2,009 People Like This

Julie Riley Ndh Aquascapes Kim Tunniff LaNeve

facebook 5K 7 Search



Easter Services at Fort Campbell
 by Fort Campbell, Kentucky on Thursday, April 21, 2011 at 11:12am

Roman Catholic Services Soldiers Chapel

Lent, Holy Week, and Easter

- 21 April - Holy Thursday/ Mass 7:00pm
 (No Mass at Noon)
- 22 April- Good Friday/ Veneration of the Cross 7:00pm (No Mass at Noon)
- 23 April - Holy Saturday/ Easter Vigil Mass 8:00pm
 (No Mass at 5:00 or Reconciliation at 4:00)
- 24 April - Easter Sunday/ Mass 9:30am and 12:30pm

EASTER EGG HUNT follows the 9:30 Mass.

Like · Comment · Share

Shana Bobby Kramm and 29 others like this.

Michelle Brill Is only the Catholic Chapple having services?
 23 hours ago · Like · 2 people

Lisa Halverson What other services are they having for those of us not catholic? I am new to post and have no idea. We went to Memorial Chapel this past Sunday and that was nice.
 22 hours ago · Like

Vai Leatiota Frsa Bilingual Samoan/English Pentecostal Service at Hope Chapel (Cav Country) Sunday 24April at 1100. Luncheon immediately following the service.
 22 hours ago · Like

Fort Campbell, Kentucky @ Lisa and Michelle contact the Installation Chaplains Office for more information on services at (270) 798-6124. The Community Chapel will have services as well 7:00 am Sunday morning.
 22 hours ago · Like

Fort Bragg, N.C.
Storm cleanup safety reminder
 Storm cleanup activities can be hazardous. Anyone involved with the cleanup should be aware of the potential dangers involved and the proper safety precautions that should be taken...
 April 18 at 1:14pm · Like · Comment · Share

Jessica Justra and 13 others like this.

Write a comment...

Fort Bragg, N.C.
 Beginning at 1 p.m. today, April 18th, the Yadkin Road ACP will be open to OUTBOUND traffic only and the Reilly Road ACP will be open to INBOUND traffic only, until further notice, to relieve some of the traffic issues in this area. This action has been coordinated with the Fayetteville Police Department.
 April 18 at 12:55pm · Like · Comment

Georgie Rodriguez Amador and 17 others like this.

View all 18 comments

Alissa Baker-Oglesbee Thanks everyone for the info :)
 April 18 at 3:36pm · Like

Write a comment...

Fort Bragg, N.C.
 The Access Control Points at Yadkin, Reilly and Canopy roads all remain closed.
 April 18 at 11:47am · Like · Comment

Carl Woody Woodard likes this.

View all 11 comments

Chad Ray Take Bragg Blvd
 April 18 at 12:49pm · Like · 1 person

Examples - Operational

facebook Email Passw

 Keep me logged in Forgo

[Sign Up](#) **Ray Odierno is on Facebook**
Sign up for Facebook to connect with Ray Odierno.

Ray Odierno Like

[Wall](#) [Info](#) [Photos](#) [Boxes](#) [Notes](#) [Video](#)

[Ray Odierno + Others](#) [Ray Odierno](#) [Just Others](#)



Information

Country:
Iraq

10,061 People Like This

 Brian Kain	 Gustavo Agosto-DaFonseca	 Joe Blaylock
 Angela Thomas-Carroll	 Suzanne Moles	 Todd Burnett

Favorite Pages
3 Pages [See All](#)

 3rd	 1st	 1st
--	--	--

Iraq, US Soldiers Provide Mobility for Disabled Child
4 new photos
Monday at 5:42am · Comment · Like


[View all 27 comments](#)

 **Elena Eliade** It's great to see that in this world full of turmoil, is so much compassion, love and special people ..!Thanks for exist..
Yesterday at 7:32am · Flag

 **Brad Blauser** Go to www.WheelchairsForIraqiKid.com to sponsor a wheelchair for an Iraqi child who needs a wheelchair! Also join the Wheelchairs for Iraqi Kids Facebook Cause. Thanks GEN Odierno for posting this to your profile.
11 hours ago · Flag

 **Ray Odierno** I recently did a press conference at the Pentagon to provide an update on our current operations in Iraq. Here's the transcript, if you missed it.


www.defense.gov
MODERATOR: Good morning, everyone. Thank you for coming. And we'll make this brief, because you all know very well our guest speaker this

Standard Operating Procedure



DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF PUBLIC AFFAIRS
ONLINE AND SOCIAL MEDIA DIVISION
1500 ARMY PENTAGON
WASHINGTON DC 20301-1500

01 November 2010

SUBJECT: Standardizing official U.S. Army external official presences (social media)

1. References:

- a. Secretary of the Army Memorandum – Delegation of Authority – Approval of External Official Presences, 21 Oct. 2010
- b. Directive Type Memorandum DTM 09-026, Responsible and Effective Use of Internet Based Capabilities, 25 February 2010
- c. CIO/G6 Memorandum, Responsible Use of Internet Based Capabilities, 2010

2. The purpose of this memorandum is to standardize Army-wide External Official Presences (EOPs) (aka social media sites).

3. IAW Delegation of Authority memorandum (referenced above) commands are authorized to establish EOPs.

4. U.S. Army Family Readiness Groups may establish an official presence with the approval of their command. It is possible the unit's official page also serves the dual purpose as a platform for its Family Readiness Group to disseminate information, however, if the command elects to have separate pages they must adhere to the same standards.

5. All U.S. Army EOPs, to include pages on Facebook, Twitter, Flickr, YouTube, blogs and any other platform must adhere to the following standards:

- a. must be categorized as a government page
- b. include the Commander approved names and logos (i.e. 1st Brigade, 25th Infantry Division [Family Readiness]), not nickname nor mascot (i.e. not the "dragons")
- c. branding (official name and logos) across all social media platforms (i.e. Facebook, Twitter) are uniform
- d. include a statement acknowledging this is the "official [Facebook] page of [enter your unit or organizations name here] [Family Readiness]"
- e. Facebook pages must default to the "Just [your unit or organization's]" on the wall (Do this by selecting "edit page," then "manage permissions." Drop down under the "wall tabs page" and select "only post by page"). This results in command information being

- Once an Army organization has decided to create a Facebook page, the first step is to read the Standing Operating Procedure on standardizing official U.S. Army external official online presences.
- This standard operating procedure deals specifically with standardizing Army-wide external official presences to include Facebook, Twitter, Blogs, YouTube, etc.

<http://slidesha.re/dkQ7u1>

Getting started

- Once an organization has reviewed the Standing Operating Procedure, the next step is to head to Facebook and sign up.
- Click on the “create a page” link at the bottom of the page.
- With an organization page, administrators can set privacy settings and control what kind of posting rights are granted to individuals who “like” the page.

facebook

Email Password [Login](#)

Keep me logged in [Forgot your password?](#)

Sign Up
It's free, and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

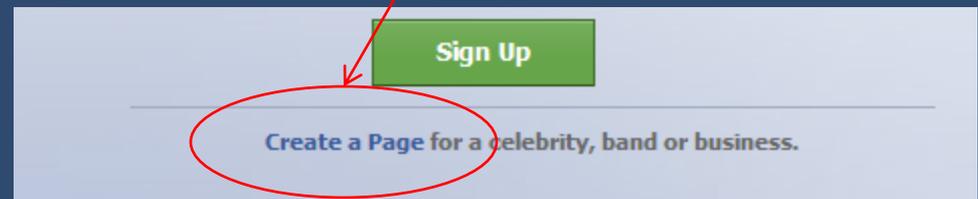
I am: Select Sex:

Birthdays: Month: Day: Year:

Why do I need to provide this?

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)



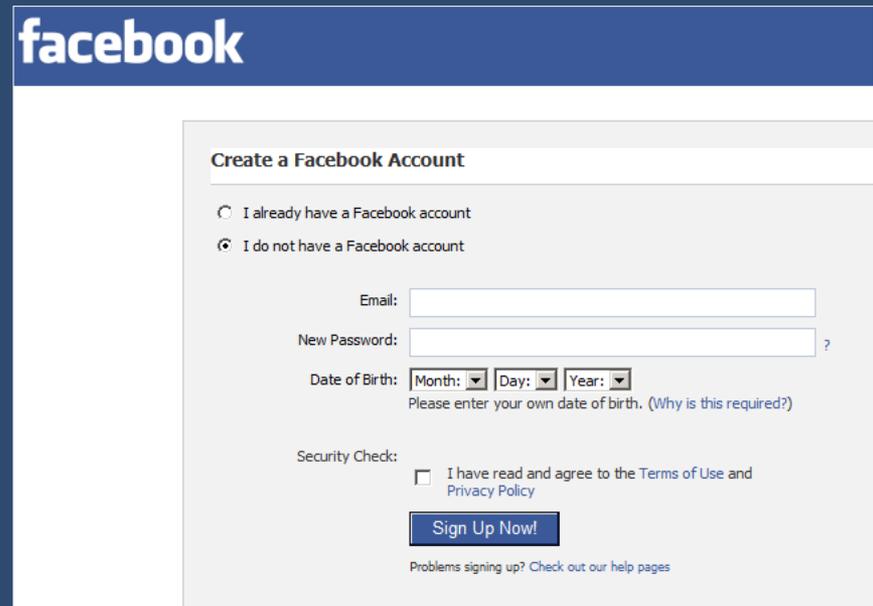
Setting up an official page

- This page will be an official external presence, so make sure the correct box is marked.
- Click the government option, and then name your page.
 - Make sure to reference the Standing Operating Procedure for standardizing official U.S. Army external official online presences each step of the way.
- Before publishing, make sure the unit commander has granted permission to create the site.

The screenshot shows the Facebook 'Create a Page' interface. At the top, there is a blue header with the Facebook logo and login fields for Email and Password. Below the header, the 'Create a Page' section is divided into two columns. The left column is for 'Community Page' and the right column is for 'Official Page'. The 'Official Page' option is circled in red. Below the 'Official Page' heading, there are three radio button options: 'Local business', 'Brand, product, or organization', and 'Artist, band, or public figure'. A 'Page name' input field is present below these options, with a note that the name cannot be edited after creation. At the bottom of the 'Official Page' section, there is a checkbox for 'I'm the official representative of this person, business, band or product and have permission to create this Page.' and a 'Create Official Page' button.

Establishing administrators

- After the page name has been submitted, Facebook will prompt the individual setting up the page to sign in with an existing account or create a new account. This is for page administration purposes.
- Keep in mind the account used to sign in here becomes the first administrator. As an admin, that individual takes on the responsibility of establishing the page, identifying other administrators and making sure there is a plan in place to transfer the account when the administrator moves on.

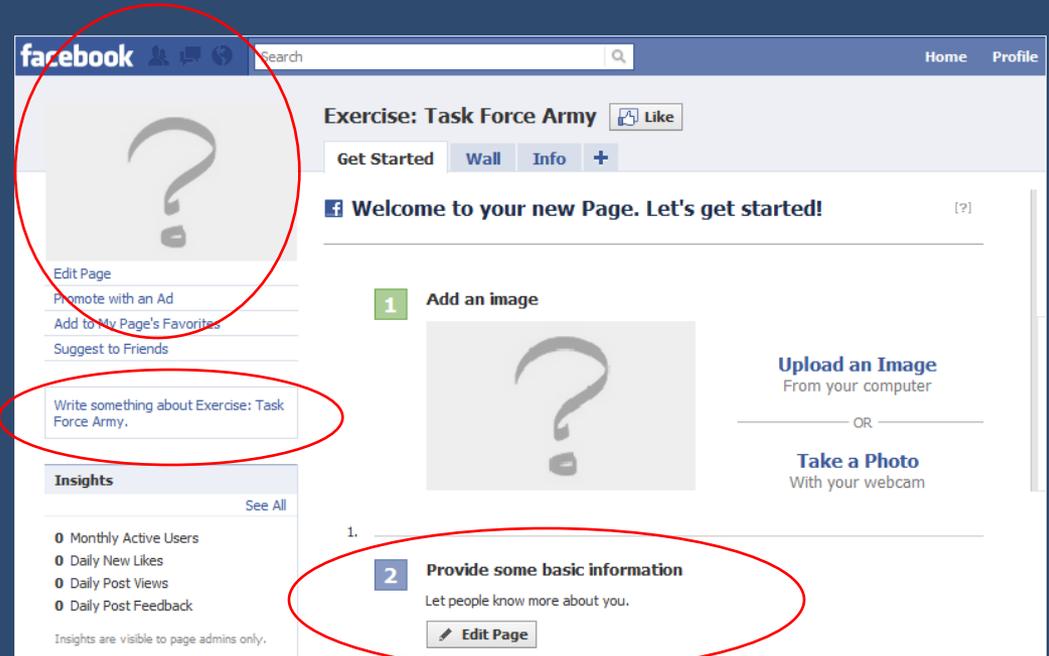


The image shows a screenshot of the Facebook 'Create a Facebook Account' form. The form is titled 'Create a Facebook Account' and is set against a blue header with the 'facebook' logo. The form contains the following elements:

- Two radio buttons for account selection:
 - I already have a Facebook account
 - I do not have a Facebook account
- An 'Email:' text input field.
- A 'New Password:' text input field with a question mark icon to its right.
- A 'Date of Birth:' section with three dropdown menus for 'Month:', 'Day:', and 'Year:'. Below these is the text: 'Please enter your own date of birth. (Why is this required?)'
- A 'Security Check:' section with a checkbox and the text: 'I have read and agree to the Terms of Use and Privacy Policy'.
- A blue 'Sign Up Now!' button.
- A link at the bottom: 'Problems signing up? Check out our help pages'.

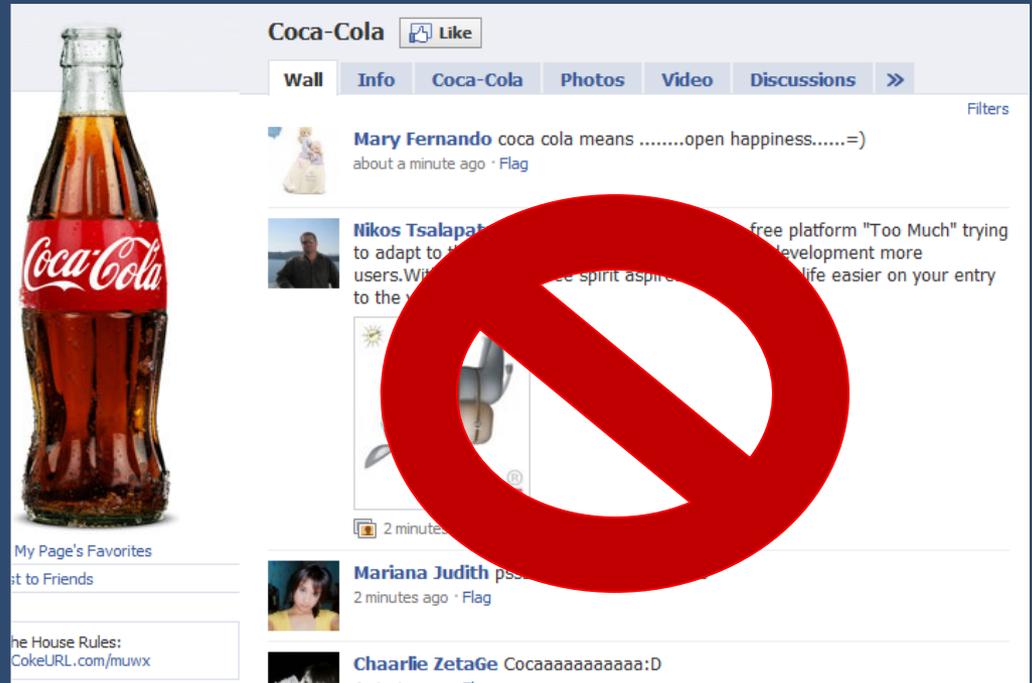
Posting basic information

- Now the page is up. But there's still work to be done.
- At this point, the administrator must add an official, command approved, symbol or unit crest as a profile picture. The administrator also needs to add basic information and begin building the page to meet the needs of the organization.
- In the information box below the profile photo, make sure the page is identified as the "official" Facebook presence for your organization (reference SOP for suggested wording.)

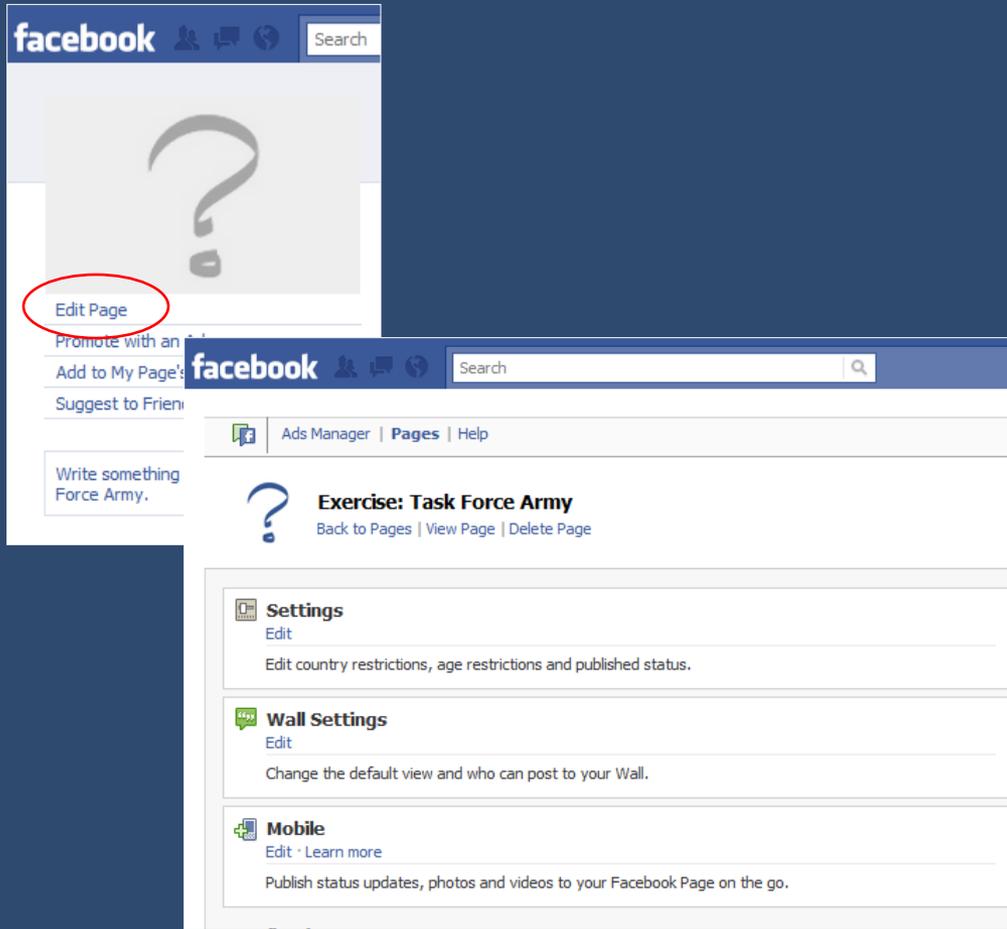


Advanced adjustments

- Not all of the required additions and adjustments to the Facebook page will be prompted.
- To make sure the page isn't overwhelmed by followers or spammers, administrators need to adjust the posting settings on the page.
- Limiting what followers can post to the page will help mitigate some embarrassing situations.



More adjustments



Adjusting settings

- Adjusting the setting of the page is an important step. To start, click on “Edit Page” just under the page icon.
- This is where administrators can adjust overall settings (who can post) and wall settings (what content people can post.)
- Uncheck the boxes that allow followers to post photos, links and videos.

Getting started: Advanced adjustments

The image displays two screenshots of the Facebook Page settings interface for a page named "Exercise: Task Force Army".

The left screenshot shows the "Settings" menu on the left-hand side. The "Wall Settings" option is circled in red. Below it, the "Mobile" option is also visible.

The right screenshot shows the "Wall Settings" page. The "Default View for Wall:" dropdown is set to "Only Posts by Page" and is circled in red. Below it, the "Default Landing Tab for Everyone Else:" dropdown is set to "Wall" and is also circled in red. The "Permissions" section is visible below, with the "Posting Ability:" section containing several checkboxes, including "People who like this Page can write or post content on the wall" which is checked.

- As mentioned previously, uncheck the boxes that allow users to post videos and photos to the wall. When content appears on a Facebook wall, administrator-approved or not, it looks like an endorsement.
- Also, make sure the default wall view is “Only Posts by this Page.” This helps make sure the organization’s message doesn’t get lost in all the wall posts made by followers.

Getting registered

Making sure the Facebook page is official

Getting registered

The screenshot shows the 'WWW.ARMY.MIL' website, the official homepage of the United States Army. The navigation menu includes Home, News, Media, Info, Leaders, Army Life, Join, and Blog. The main content area is titled 'The U.S. Army on Social Media' and features a 'Submit A Link' form. The form includes fields for a URL, Name, AKO Email, and Phone Number, along with a 'Submit' button. Below the form, a list of registered units is displayed, including various battalions, brigades, and divisions.

WWW.ARMY.MIL
THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

Home News Media Info Leaders Army Life Join Blog

Homepage > Media Front Page > Social Media

The U.S. Army on Social Media

WWW.ARMY.MIL currently operates the official U.S. Army social media pages for Facebook, Twitter, Youtube, Flickr & many more.

We are dedicated to telling the Soldiers story, and in return promoting those stories to an external audience on social networking sites.

Let your story be heard. Submit your official U.S. Army organizational social media page(s) and we will approve and post them to our glossary below.

Submit A Link

*Submit a Facebook, Flickr, Twitter or YouTube link.

http://

*Your Name: Name

*Your AKO Email:

*Your Phone Number: (000) 000-0000

*Are You An Army PAO? Yes No

Submit

Facebook

www.facebook.com/usarmy

Brand Your Profile with www.army.mil/

09L Interpreter/Translator program	101st Airborne Division Parachute Demonstration Team "Screaming Eagles"
101st Brigade Troop Battalion - Sustainers	101st Combat Aviation Brigade
101st Combat Aviation Brigade "Wings of Destiny"	101st Sustainment Brigade "Lifeliners"
104th Training Division	1092nd Engineer Battalion
1092nd Engineer Battalion	10th Combat Aviation Brigade
10th Combat Aviation Brigade Task Force Eagle	10th Combat Aviation Brigade Task Force Knighthawk
10th Combat Aviation Brigade Task Force Shooter	10th Combat Aviation Brigade Task Force Tieshark
10th Mountain Division & Fort Drum Historical Collection	10th Press Camp Headquarters
10th Press Camp Headquarters	10th Sustainment Brigade Troop Battalion, 10th Sustainment Brigade
115th Fires Brigade	11th Signal Brigade
123rd Brigade Support Battalion	139th Expeditionary Sustainment Command
130th Sustainment Brigade	160th Signal Brigade
17th Fires Brigade	169th Infantry Brigade
18th Military Police Brigade	1st Armored Division
1st Battalion, 143rd Field Artillery	1st Battalion, 414th Infantry Regiment "Night Fighters"
1st Battalion, 8th Cavalry Regiment "Black Knights"	1st Battalion, 8th Cavalry Regiment
1st Brigade Combat Team, 101st Airborne Division (AASLT) "BASTOGNE"	1st Brigade Combat Team, 1st Cavalry Division
1st Brigade, 1st Armored Division	1st Brigade, 4th Infantry Division
1st Brigade, 4th Infantry Division	1st Cavalry Division
1st Cavalry Division Band	1st Cavalry Division Headquarters Battalion
1st Infantry Division	1st Infantry Division

- There are over 700 Army units registered on the Social Media Directory.
- Registering sites on this directory not only gives the Army visibility of new unit pages, but it lets everyone know which units are using the platforms.
- Once a new site is registered, the URL is sent to Facebook so they can remove the ads. This process typically takes three weeks.
- The Army Social Media Directory provides a great opportunity to review what other units are doing and discover best practices.

Social Media Fact

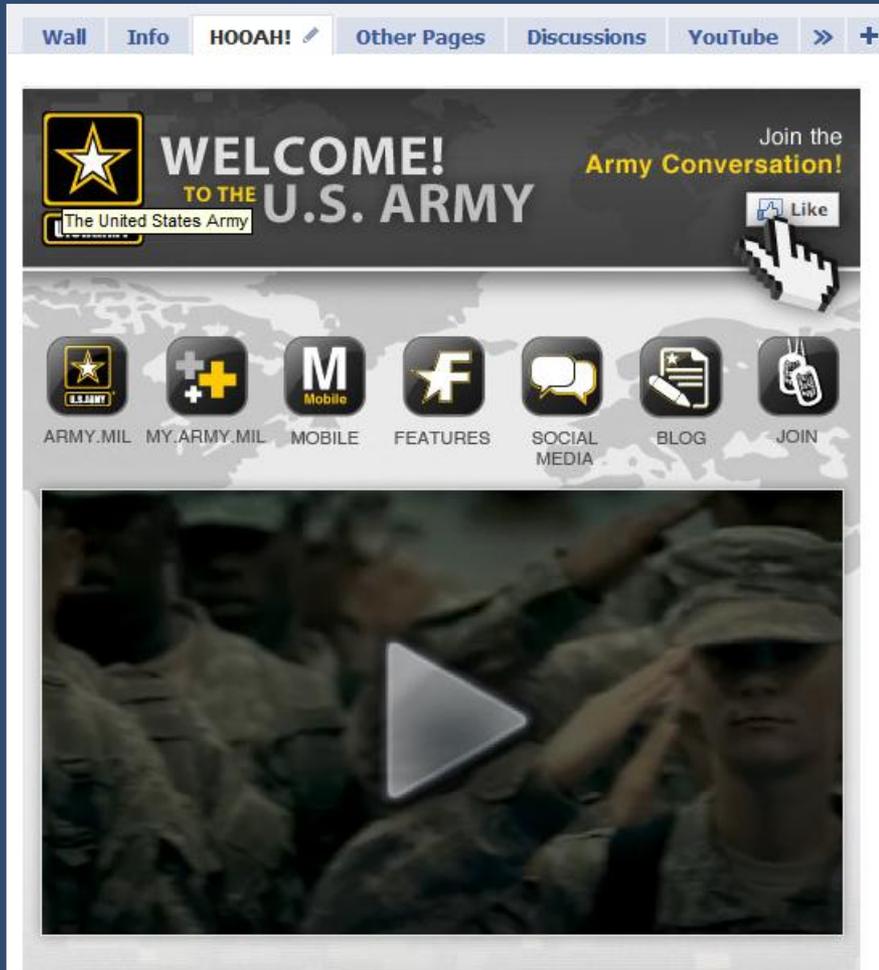
Get registered at:

<http://www.army.mil/Media/socialmedia/>

Best practices

Making a Facebook page successful

Best Practices



Keep the page vibrant

- A static Facebook page is ineffective. Static pages are boring and visitors to the page lose interest quickly.
- If content on the page is not regularly updated, people will stop coming by to view the page.
- It's important to mix up the posted content. Carefully select links to stories, unit videos and photos related to the organization's mission. Facebook is designed to support various forms of content, take advantage of that.

Best Practices



The U.S. Army Photo of the Day: "Honoring a hero." What thoughts would you like to share with SSG Miller's Family, unit members and loved ones?



Honoring a hero

bit.ly

President Barack Obama presents the Medal of Honor posthumously to the parents of Staff Sgt. Robert J. Miller - father Phil, and mother Maureen Miller - Oct. 6, 2010, during a ceremony in the East Room of the White House in Washington, D.C. Miller received the honor for his heroic actions in Afghani...

249,575 Impressions · 0.36% Feedback

📅 October 7 at 8:08am · Comment · Like · Share · Promote · Flag

👍 749 people like this.

💬 View all 143 comments



The U.S. Army When a bomb exploded under U.S. Captain Dan Luckett's Army Humvee in Iraq two years ago — blowing off one of his legs and part of his foot — the first thing he thought was: "That's it. You're done. No more Army for you." But two years later, the 27-year-old Norcross, Georgia, native is back on duty — a double-amputee f... Remove

See More



The Associated Press: Wounded in Iraq, double-amputee returns to war

www.google.com

ASHOQEH, Afghanistan — When a bomb exploded under Dan Luckett's Army Humvee in Iraq two years ago — blowing off one of his legs and part of his foot — the first thing he thought was: "That's it. You're done. No more Army for you."

255,205 Impressions · 0.81% Feedback

📅 October 1 at 10:22am · Comment · Like · Share · Promote · Flag

👍 1,662 people like this.

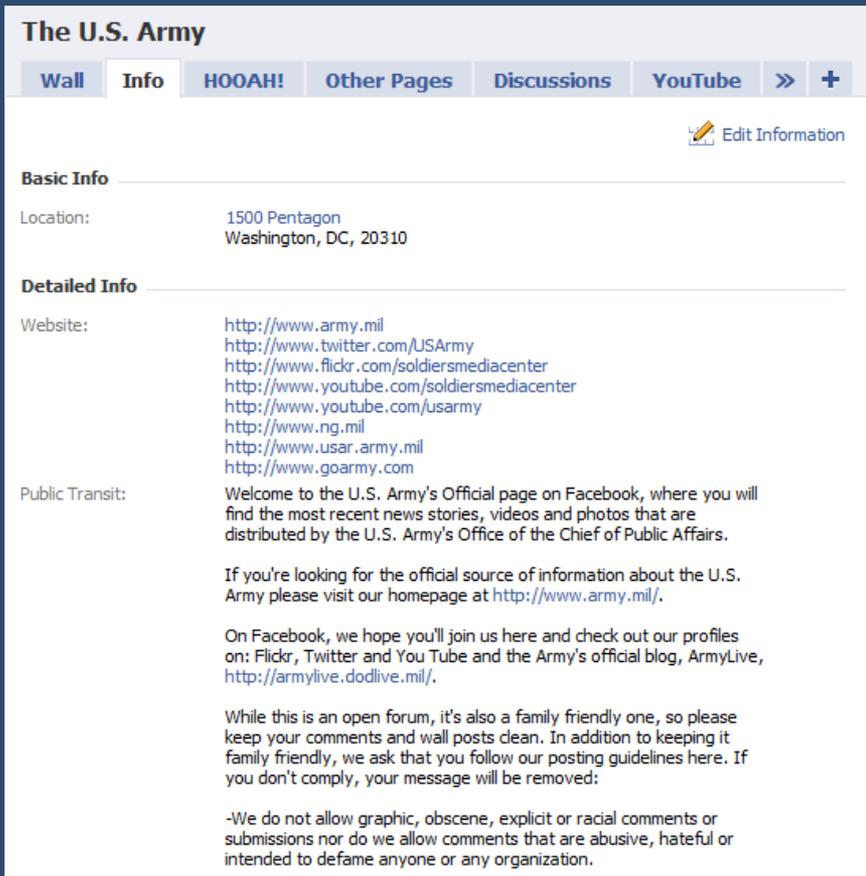
💬 View all 404 comments

Write a comment...

Daily features

- A good Facebook strategy should consider how to keep visitors coming back.
- One way to do this is to create daily features.
- Here are some to consider:
 - Photo of the Day
 - Question of the Week
 - Video of the Week
 - Highlighting pages of other units
 - Soldier profiles
 - Fan submitted content

Best Practices



The screenshot shows the Facebook page for 'The U.S. Army'. The 'Info' tab is selected, displaying various details. The 'Basic Info' section lists the location as '1500 Pentagon, Washington, DC, 20310'. The 'Detailed Info' section lists several website URLs: <http://www.army.mil>, <http://www.twitter.com/USArmy>, <http://www.flickr.com/soldiersmediacenter>, <http://www.youtube.com/soldiersmediacenter>, <http://www.youtube.com/usarmy>, <http://www.ng.mil>, <http://www.usar.army.mil>, and <http://www.goarmy.com>. The 'Public Transit' section contains a welcome message and a posting policy. The policy states: 'Welcome to the U.S. Army's Official page on Facebook, where you will find the most recent news stories, videos and photos that are distributed by the U.S. Army's Office of the Chief of Public Affairs. If you're looking for the official source of information about the U.S. Army please visit our homepage at <http://www.army.mil/>. On Facebook, we hope you'll join us here and check out our profiles on: Flickr, Twitter and You Tube and the Army's official blog, ArmyLive, <http://armylive.dodlive.mil/>. While this is an open forum, it's also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. If you don't comply, your message will be removed: -We do not allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.'

Have a posting policy

- Make sure to draft a posting policy and include it in the information tab of the Facebook page.
- Administrators can't control what users post to a page, but they do control what is removed.
- Include these items in the organization's posting policy:
 - No personal attacks or threats of violence
 - No obscenities or indecent postings
 - No spamming
- An example of a posting policy can be viewed on the Army's Facebook page. (<http://www.facebook.com/USArmy#!/USArmy?v=info>)

Best Practices



Social Media Fact

There are no email notifications when a user posts to the organization's Facebook wall, so regularly monitoring the wall is encouraged.

Reviewing the wall

- just because a posting policy is in place doesn't mean everyone will follow it.
- review wall posts frequently and remove posts that violate the posting policy.
- social media doesn't take a break for the weekend.

*In some instances, weekend activity on Facebook can be busier than the week, so watch the organization's wall every day, even on days off, holidays and weekends.

Best Practices

Interact with followers

- Some of the best examples of effective pages are the organizations that interact with their followers.
- Whether a page has 10 or 1 million followers, it's important to reach out and respond to what followers are posting.
- Creating a dialogue and showing that the organization is listening.
- Facebook was designed to facilitate connections, and if a page fails to interact with followers it's not connecting with them.



A screenshot of a Facebook post. The post is from a user with a profile picture of a person holding an orange. The text of the post says: "I Will you please replay the article on the new acus. Yesterday at 1:32am via Facebook for iPhone · Comment · Like · Flag". Below the post, there are two comments. The first comment is from "The U.S. Army" and says: "Do you mean the multi-cams? See today's post about the 4-10 BCT and let us know if that is the uniform you mean. If you are referring to a previous post, you can always scroll down through all our previous posts. They remain on this wall permanently. 19 hours ago · Like". The second comment is from the same user as the post and says: "Thanks. I was on my phone and it doesn't scroll all the way through. I located it though :) 18 hours ago · Like · Flag". At the bottom of the screenshot is a text input field with the placeholder text "Write a comment...".



A screenshot of a Facebook post. The post is from a user with a profile picture of a man in a red shirt. The text of the post says: "currently lost 19pounds and another 10 to go then im signing up. HOOAH! Wednesday at 10:10pm · Comment · Like · Flag". Below the post, there are three comments. The first comment is from "Megan Liberato" and says: "likes this.". The second comment is from "The U.S. Army" and says: "Way to go Mike!!! We're proud of you and look forward to having you on our team! 19 hours ago · Like". The third comment is from the same user as the post and says: "thank you :Di give all this to SSGT Hartwig in at the Athens, Ohio recruiting station! 17 hours ago · Like · Flag". At the bottom of the screenshot is a text input field with the placeholder text "Write a comment...".

OPSEC and Facebook

Keeping a Facebook page safe

OPSEC and Facebook

OPSEC AND SOCIAL NETWORKING SITES

SOCIAL NETWORKING SITES (SNS), like Facebook® and Twitter®, are software applications that connect people and information in spontaneous, interactive ways. While SNS can be useful and fun, they can provide adversaries, such as terrorists, spies and criminals, with critical information needed to harm you or disrupt your mission. Practicing Operations Security (OPSEC) will help you to recognize your critical information and protect it from an adversary. Here are a few safety tips to get you started.

SAFETY CHECKLIST

Personal Information

Do you:

- Keep sensitive, work-related information OFF your profile?
- Keep your plans, schedules and location data to yourself?
- Protect the names and information of coworkers, friends, and family members?
- Tell friends to be careful when posting photos and information about you and your family?

Posted Data

Before posting, did you:

- Check all photos for indicators in the background or reflective surfaces?
- Check filenames and file tags for sensitive data (your name, organization or other details)?

Passwords

Are they:

- Unique from your other online passwords?
- Sufficiently hard to guess?
- Adequately protected (not shared or given away)?

Settings and Privacy

Did you:

- Carefully look for and set all your privacy and security options?
- Determine both your profile and search visibility?
- Sort "friends" into groups and networks, and set access permissions accordingly?
- Verify through other channels that a "friend" request was actually from your friend?
- Add "untrusted" people to the group with the lowest permissions and accesses?

Security

Remember to:

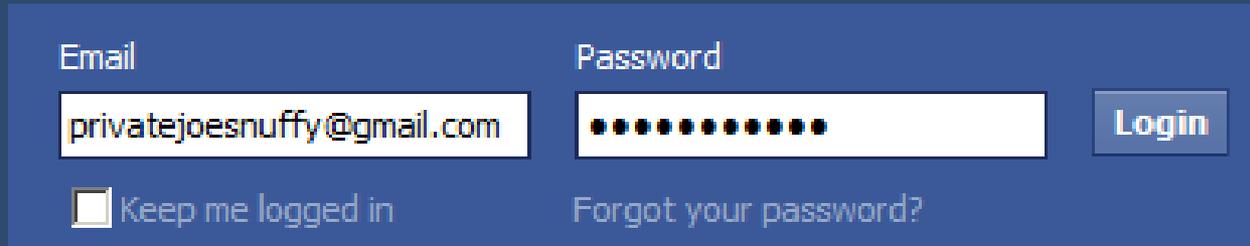
- Keep your anti-virus software updated.
- Beware of links, downloads, and attachments just as you would in e-mails.
- Beware of "apps" or plugins, which are often written by unknown third parties who might use them to access your data and friends.
- Look for HTTPS and the lock icon that indicate active transmission security before logging in or entering sensitive data (especially when using wi-fi hotspots).

THINK BEFORE YOU POST! Remember, your information could become public at any time due to hacking, configuration errors, social engineering or the business practice of selling or sharing user data. For more information, visit the Interagency OPSEC Support Staff's website.

- Do not post information about troop movements, U.S. positions, meetings of top officials, etc.
- Check all photos for indicators in the background or reflective surfaces.
- Think about the information the enemy is looking for and then refrain from posting it.
- Check out the guide on the left at for more details. It can also be found on the Slideshare site.

<http://slidesha.re/cjFKx1>

OPSEC and Facebook

A screenshot of a Facebook login form. The form is set against a dark blue background. It features two input fields: 'Email' and 'Password'. The 'Email' field contains the text 'privatejoesnuffy@gmail.com'. The 'Password' field is filled with 14 black dots. To the right of the password field is a 'Login' button. Below the email field is a checkbox labeled 'Keep me logged in'. Below the password field is a link that says 'Forgot your password?'.

Email: privatejoesnuffy@gmail.com

Password: [14 dots]

Keep me logged in

[Forgot your password?](#)

Passwords

- Make sure passwords are unique.
- Use AKO password standards (14 characters, two uppercase characters, two lowercase characters, two numeric characters, two special characters.)
- Don't use the same password for every social media site the administrator is responsible for.
- Keep it protected. The whole organization doesn't need administration access to a unit or organization page.

Tactics on how to gain followers (and keep them)

DO:

- Start with a plan – what do you want to achieve?
- Scatter your posts throughout the day
- Post on weekends and evenings
- Tag at least one other page in each post
- Try to ask an engagement question for every post
- Respond to questions in a timely manner
- Post and follow a comment policy, and enforce it
- Remember to post in a friendlier tone, but not unprofessional
- Spell check every post prior to posting
- Thank your followers and praise them often
- Use lots of quality photos
- Use short, raw, catchy video
- Ask yourself: would I share that with my friends?
- Mix it up: photos, questions, videos, sharing others' content, news stories, etc.
- Add a personal touch; connect with your audience
- Set defaults to show only your posts first
- Welcome participation, collaboration, and feedback
- Get a short, smart vanity URL (facebook.com/username)
- Update top 5 photos often
- Have someone else read your posts before you post them
- Track metrics and evaluate how content performs
- “Like” sister or similar organizations

Tactics on how to lose followers (aka: Do Not)

DO NOT:

- Post too many times a day (you will lose followers)
- Clutter all your posts at one time
- Do not be too promotional
- Use boilerplate messages or snoozy press releases, unless necessary
- Use social media (teen) language in professional posts

Remember:

- You do not control what happens to a message once it is posted
- It only takes one unprofessional slip to taint a reputation
- If you do not have a lot of time to monitor, then set tighter restrictions (photos, videos, comments, etc.)

Social media during a crisis

The importance of information distribution during unplanned events

Why communicate during a crisis?

- When a crisis strikes, those first few hours are the most critical.
- Not only is it vitally important to control the situation on site, but it's important to inform the public and disseminate the most up-to-date information.
- Organizations must get in front of the story. Give the basic facts early and provide more information as it comes available. Media members do not have open access to installations, so provide information in a timely manner.
- Once accurate stories are published by the media, it helps to link to the coverage on Facebook. This helps distribute information to a broader audience.



USO of Missouri, Inc. We will be holding a donation drive for the families at Ft. Leonard Wood that were displaced by the tornado that hit on New Year's Eve. 1/4/11 - 1/6/11, 8 AM - 2 PM, Air Cargo Lot at Lambert Airport (just east of Terminal 2)...look for the USO of Missouri van. Next post will contain the needed Wish List items.



USO of Missouri, Inc.



Tornado damages 160 homes at Fort Leonard Wood | St. Louis Business Journal

www.bizjournals.com

St. Louis, MO News - View Daily Local Business News, Resources & more in St. Louis, Missouri.

January 4 at 2:06pm · Share



USO of Missouri, Inc.



USO Offering Help To Fort Leonard Wood Families

www.fox2now.com

The clean-up and recovery continues this morning at Ft. Leonard Wood after an EF-3 tornado does significant damage on New Year's Eve. On Tuesday, the U-S-O will begin collecting items at Lambert Airport to help those families in need. An estimated 50 families had their homes destroyed, and another



Informing the media

- It's the job of the media to report the news. They will report on an event whether or not you reach out to them.
- To make sure the correct information gets out to the public, organizations need to communicate with the media during crises.
- Social media is an excellent way to put out information to a broad media audience. Rather than waiting to put out a press release, or reaching out to each individual reporter, social media tools help spread information quickly and effectively.



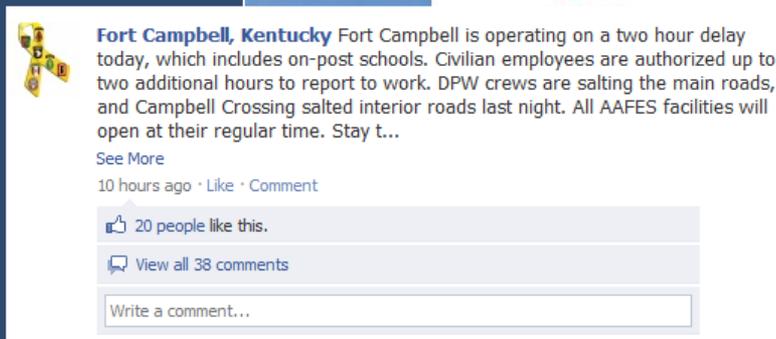
Social media during a crisis

Keeping Army communities informed

Using social media to get information to Soldiers and Families

Keeping Soldiers informed

- During times of crisis, it's important to communicate not only with the media, but with Army communities close to the incident as well.
- Many garrisons are now using social media assets to communicate with Soldiers on an installation.
- Social media resources can be used to tell Soldiers where to go, who to call, locations to avoid and basic information that will help keep the Soldier safe during a crisis or unplanned event.



Social media during a crisis

Building trust

Establishing credibility with the public

Building trust

- Building a solid social media following prior to a crisis is key.
- Become the “go-to” resource for timely and accurate information. Distribute community news like school closures, road closures and event information.
- When a crisis occurs, organizations should expect the public to look for information on social media platforms, so establish credibility on these sites beforehand.
- To build trust and credibility on a social media platform, it’s important to post often, but there are a few other measures an organization can take to make sure social media platforms are accessed in a time of crisis.

The image shows a collage of social media content. At the top, there are two Facebook posts from IMCOM Fort Riley, Kansas. The first post, dated January 19 at 1:52pm, states: "Fort Riley Due to the weather, all on-post Fort Riley college classes are cancelled for this evening, Jan. 19." The second post, dated January 19 at 1:05pm, states: "Fort Riley Due to the weather, USO Fort Riley will close at 6 p.m. Jan. 19." Below these is a tweet from Fort Riley, dated 2:00 PM Jan 19th via web, which reads: "For closings and delays on post due to snow, visit the Advisories link at www.riley.army.mil." The tweet includes a Fort Riley logo and the text "Fort Riley".

The image shows two Facebook posts from Fort Belvoir. The top post, dated 21 hours ago, states: "Fort Belvoir A power line is down and power is out in Cedar Grove and Park Villages as a result. Dominion Virginia Power is on their way to make repairs necessary to restore power. The Villages at Belvoir Management Team will provide update as soon as possible. Meanwhile, if you have any questions, please contact your Community Man..." Below this is a comment from Fort Belvoir, dated 15 hours ago, which reads: "Katrina, we asked the MPs your question; here's the answer. "We understand by simply looking at the area it appears to be fine. However, the lane is closed due to issues with the in-ground bollards and maintenance area for the bollards. There has been a work order placed for repair, but, a part we needed that was not on hand."

Building trust

facebook Search Home

The U.S. Army

Wall Info HOOAH! Other Pages Discussions Photos >> +

Share: Status Photo Link Video

Write something...

The U.S. Army + Others Just The U.S. Army Just Others Spam Settings

The U.S. Army Photos of the Day. Make sure to check out the Army's official Flickr page at www.flickr.com/photos/soldiersmediacenter for more great Army images.

Photos of the Day 2011

16 hours ago · Like · Comment · Share

Welcome to the U.S. Army's Official page on Facebook, a place to connect, share, and tell us what you think. If you're looking for the official source of information about the U.S. Army, visit our homepage at www.army.mil.

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- Make sure you designate the social media site as “official.” Some users are still apprehensive about social media so a paragraph indicating the site is official puts many at ease.
- Post links to social media sites on official websites. This allows users to confirm the legitimacy of a social media presence.
- Promote social media sites on press releases and during interviews. Get the word out about social media sites. This will help drive people to social media presences for information during crises.

Social media during a crisis

Creating a plan

Preparing for the worst before it happens

Creating a crisis communication plan

- Much of the stress associated with a crisis can be mitigated with a strong crisis communication plan.
 - Each organization should have a crisis communication plan in place, but it's important to include social media in this plan.
 - An organization needs to be prepared to post pertinent information on social media sites. They should also listen to the conversation online, respond to rumors and provide updates when they become available.
- Coordinate with Public Affairs Office
 - Designate who has posting authority
 - Designate who has release authority
 - Keep list of logins and passwords on hand 24/7

 - Monitor conversations and comments on social media platforms
 - Identify what information to distribute on each social media platform
 - Draft posts and submit for approval
 - Respond to questions, provide links and correct misinformation

Social media during a crisis

Listen and respond

Keeping track of the conversation and correcting misinformation

Listen and respond



Fort Bragg, N.C. Fort Bragg and Fort Bragg schools will be closed tomorrow, Jan. 11.
January 10 at 9:44am via iPhone · Like · Comment

33 others like this.

ubby and kids will be home tomorrow too..how exciting happy long week for my family...
January 10 at 9:46am · Flag

this weather is rotten! DISLIKE< DISLIKE!!
January 10 at 9:47am · Flag

According to the fort bragg website, its listed as closed today, stay tuned fortomorrow
January 10 at 9:55am · 2 people · Flag

Haha wow
January 10 at 10:02am · Flag

im going with whichever page says i dont have to go to work lol.
@ Leslie Ft Bragg is post
January 10 at 10:04am · 1 person · Flag

Lol! Thank you!
January 10 at 10:07am · 1 person · Flag

Oh here we go with the "website update" song and dance. Isnt this the "official" FB page? If it is posted here doesn't it mean it is coming from the garrison command team??
January 10 at 10:09am · Flag



Fort Bragg, N.C. Anything posted on here is official. Be assured that while we may be the first to post, the information is coming to us from the command team.
January 10 at 2:55pm · 3 people · Flag

- One of the most important aspects of a social media crisis communication plan is monitoring the conversations occurring across social media platforms. Organizations need to be prepared to correct misinformation and rumors.
- Social media, by design, is conversational. People use social media to discuss events and interact with each other.
- Watch the conversations that occur after information about a crisis or unplanned event is posted. Be sure to correct misinformation and respond to rumors.
- By watching the conversation, organizations can also determine what information the public is looking for.