



Embracing Technology – Social Media Dos and Don'ts

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Learning Objectives

- Define Social Media and what accounts are currently approved by the Army
- Describe possible applications of the medium
- Explain current DoD policy and FMWRC procedures regarding the use of Social Media
- Recommend ways to use Social Media at the Garrison



What is it?

- Social Media: An online channel that encourages networking, discussion and a sharing of material
- Main four approved by the Army:
 - Facebook, Twitter, Flickr & YouTube
- AddThis expands your exposure by letting others spread your message for you



Where you can find FMWRC

- FMWRC
 - <http://facebook.com/FamilyMWR>
 - <http://twitter.com/FamilyMWR>
 - <http://youtube.com/FamilyMWR>
 - <http://flickr.com/FamilyMWR>
- MG Reuben Jones, Commanding General, FMWRC
 - <http://twitter.com/MGReubenJones>
- Functions of the different social media sites



Notable use of Social Media

- White House – Facebook, MySpace, Twitter, Flickr, YouTube and whitehouse.gov/blog/
- U.S. Army – Army.mil

- General Ray Odierno, Commanding General U.S. Forces – Iraq (facebook.com/RayOdierno)
- Admiral Mike Mullen, Chairman of the Joint Chiefs of Staff ([@thejointstaff](https://twitter.com/thejointstaff))



Possible uses of the medium

Social Media is to be used to accelerate the mission and to spread the message:

- To see what people are saying about the organization
- To correct the record
- To compliment the organization's message
- To find and build communities
- To crowd-source a problem and solution
- To advertise internally and externally



Policies and Procedures

- DoD policy in development
- OPSEC and PII training
- Recommended Procedures
 - Make sure you command legal team has approved the "terms of use" for all Social Media sites you are using
 - Before launching Social Media - prefer to keep it in Command (under control of Public Affairs).
 - Discourage other departments from starting "ad hoc" Social Media accounts under the department or command names
 - Prefer that individuals who are authorized to participate in Social Media do so under their own names
 - Develop a continuity of operations plan for social media - Facebook multiple admins authorized. Twitter - ?
 - Do not plan on community or global password schemes in Social Media
 - Discourage strategies which dilute the brand or the message



Recommendations

- Given adequate resources, Garrisons should consider establishing their command pages on Twitter and Facebook.
- Posts should occur between one and three times daily unless otherwise necessary.
- Topics to consider include happenings in the organization or elsewhere in the Army, or responding to relevant comments or stories.
- Incendiary language is NOT to be used in order to garner participation. Provocative language may be required, however, to get and keep a Social Media conversation going.
- The Commander saying he believes in his organization's mission is OK, but should be done infrequently. The commander crowd-sourcing a solution, or responding to followers is a much better use of social media.
- The PAO forwarding a link to a press release on their website is OK, but should be done infrequently. The PAO pointing to an erroneous report and setting the record straight is a better use of social media.
- Announcing the time and date of an event is important, but requesting participation is much better.
- The Public Affairs Office is responsible for all web content, and must stay aware of the Social Media traffic. Respond in a timely and responsible way to comments and inquiries.
- Staff members should be free to participate in their own time, in their own name.



Dealing with criticisms

- As with any public forum, persons may become vocal in their oppositions. This is natural and acceptable.
- Not all messages need to be answered or corrected. It is in the interest of the organization to allow the community to vent, to discipline itself, and to speak freely.
- Strong language is occasionally used, however, censoring or admonishing language should be rare, so as to give "street credibility" to the message and the messenger.
- Use communication styles which encourage participation from the public, but do not dishonor the Army.



Top Tips

- Don't reveal classified information or PII - Don't disclose sensitive or FOUO information. Don't reveal operational information which the enemy can use. Don't reveal information that can be damaging to the safety or privacy of Soldiers or civilian employees of the Army. If you are not sure about a particular piece of information, ask first.
- Update often - Providing unique content on a consistent basis. This is vital to making the most out of social networking.
- Try new things - Don't be afraid to experiment with different techniques and to take calculated risks.
- Be responsive when possible - Engage your audience and respond when appropriate. Being involved in a two-way conversation enhances the online experience and fosters a greater sense of community.
- Give it time - Building a Social Media audience base is progressive and will not happen overnight. By being innovative and providing content on a consistent basis, regular viewership will increase.
- Keep an eye to the future



Questions?