

How to guides for social media

<http://socialmedia.defense.gov/learning-and-resources/training/social-media-guides/how-to-guides/>

<http://www.army.mil/Media/socialmedia/> - this is where you have to register your SM site

<http://www.slideshare.net/usarmysocialmedia> - The official slideshare of the US Army

<http://www.facebook.com/help/> - the help page of Facebook



Office of the Chief of Public Affairs Online and Social Media Division Facebook strategy

Introduction:

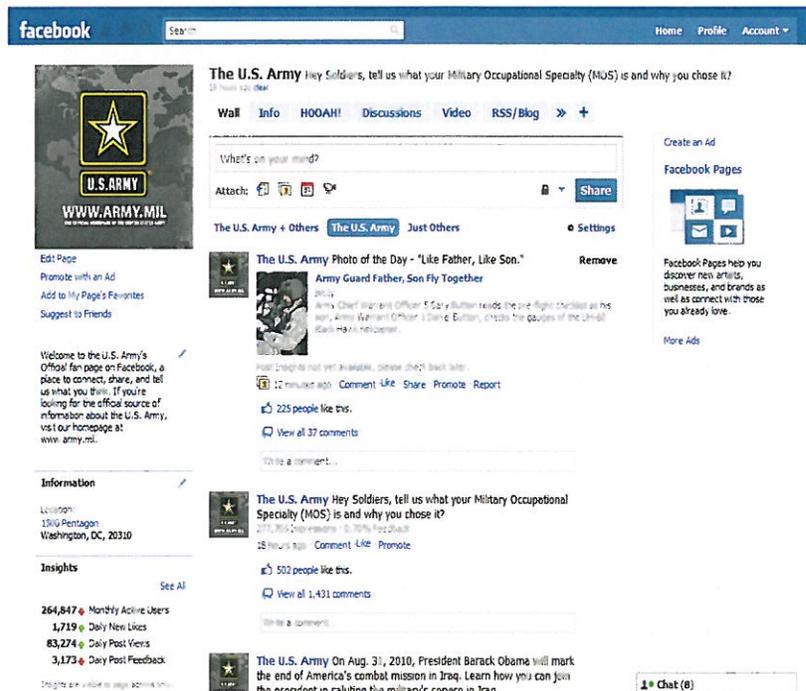
Brief explanation of Facebook

With over 500 million active users, if Facebook was a country, it would be the 3rd most populated country in the world (surpassing the United States). From a global standpoint, Facebook has over 70 translations on the site and **about 70%** of its users are **outside the United States**. It is also the largest photo-sharing website in the world with more than 10 billion photos uploaded.

Facebook is a social networking website that is operated and privately owned by Facebook, Inc. of Palo Alto, CA. Users can join networks organized by city, workplace, school, and region to connect and interact with other people through friend requests. Users can also send friends messages, and update their personal profiles to notify friends about themselves. One of the key features of Facebook is the News Feed, which appears on every user's homepage and highlights information including profile changes, upcoming events, and various other actions that a user's friends take on the Web site. Users have the ability to control what types of information are shared automatically and can prevent friends from seeing updates about certain types of activities, including profile changes, wall posts, and newly added friends.

U.S. Army on Facebook

The U.S. Army Facebook Page allows the Army to engage its population and distribute news and information about the Army. The community consist of Soldiers, veterans, Army Families, interested members of the American public, in addition to a vast global audience. Posts to the platform include links to relevant news stories, policy updates, and Soldier-generated content, but also serves as a tool to provoke discussion. As the Army's fan base builds and grows, the Online and Social Media Team works to tailor information to meet the needs of our community, join conversations and interact.





The U.S. Army Social Media Team

Administrative protocols

Access to administrative console is controlled by the U.S. Army's Social Media Manager and provided only those with a direct need to administer or supervise content on the page as identified by the Social Media Manager.

- Facebook passwords should be at least 10 characters, contain at least 2 special characters, 2 numbers, 2 uppercase letters, and 2 lowercase letters; passwords are changed every 30-60 days.
 - The U.S. Army Facebook page will include the Online and Social Media Division's approved social media comments policy located under the "Info" tab on the page. Comments policy applies to all wall posts, comments and discussions.
 - All branding will reflect standard U.S. Army branding. The U.S. Army branding can be found at www.army.mil/create.
 - The Facebook page is monitored 24 hours a day.
 - The default setting on the U.S. Army's page is set to show Army messages first. Users can click on "U.S. Army and others" to see and leave wall comments.
 - Facebook users who are not a fan of the U.S. Army's page will automatically default to the HOOAH! Tab. Once users "Like" the page, they will default to the wall.
 - **Operational Security Violations:** The U.S. Army will remove any posting from any user that appears to put operational security in danger-to include threats of attacks and criminal actions. The appropriate authorities will be notified.
 - **Sensitive PII Violations:** U.S. Army Social Media administrators will remove any public postings, regardless of the source, that contain sensitive personally identifiable information, such as social security numbers, medical case numbers, home phone numbers/addresses, credit card numbers, or any other sensitive personal information that could put an individual at risk. Depending on the circumstance, notifications will be made to proper personnel.
- The U.S. Army Social Media administrators will document all violations by taking a screenshot and noting the time, date, and URL of the violation before removing the content. This information will be filed for future referral and made available to necessary personnel.

Messaging Strategies: Purpose

The mission and purpose of the U.S. Army Facebook page is to serve as a platform to inform the audience of the U.S. Army's strategic messages and to provide entertainment.



Content:

Not only do we post content, but we also engage our audience with feedback on a daily basis. The purpose is to help the Army community feel engaged and to know their voices are being heard. This sense of belonging breeds loyalty to the Army's Facebook community.

A weekly strategic plan is created and approved by the Online and Social Media Director the Friday prior to the week to determine the priority of postings and the strategic value of each. Content priority is as followed:

- Highlight the Strategic Lines of Effort in the Army Campaign Plan.
- Post Senior Leader messages and announcements
- Use top search terms provided by the Army's official website to determine what the audience is looking for and providing them that information.
- Use Facebook post to drive traffic to the Army's official website, www.army.mil.

Measuring Success

The following metrics will be used to determine success:

- Analysis of Facebook Insights (an analytic tool available to Page Administrators)
This data includes:
 - Increase in number and percentage of fans over a specific period of time
 - Total wall posts by U.S. Army and fans
 - Quality of post
 - Number of comments, likes, impressions and percentage of feedback of any given post
 - Facebook Insights also allows you to track the weekly traffic to determine the success of posts, and level of engagement between the U.S. Army and the audience.
- Analysis of the number of visitors leaving Facebook and going to the U.S. Army's official site (www.army.mil) and vice versa.

All measurements are crucial in determining how we can better serve our audience and to display to Senior Leadership the importance of using social media platforms to engage with the U.S. Army family and our global audience.

DoD Social Media User Agreement

http://www.ourmilitary.mil/user_agreement.shtml

The following User Agreement ("Agreement") governs the use of official Department of Defense social media sites and pages to include social networking pages, web blogs and file sharing sites, along with all policies applicable to the .mil domain.

Please read the rules contained in this Agreement carefully. You can access this Agreement any time. Your use of any aspect of the Web sites will constitute your agreement to comply with these rules. If you cannot agree with these rules, please do not use the Web sites.

The Agreement may be modified from time to time; the date of the most recent revisions will appear on this page, so check back often. Continued access of the Web site by you will constitute your acceptance of any changes or revisions to the Agreement.

Your failure to follow these rules, whether listed below or in bulletins posted at various points in the Web site, may result in suspension or termination of your access to the Web site, without notice.

COMMENTS BY OTHERS ARE NOT ENDORSED

The Department of Defense does not necessarily endorse, support, sanction, encourage, verify or agree with the comments, opinions, or statements posted on the Web site. Any information or material placed online, including advice and opinions, are the views and responsibility of those making the comments and do not necessarily represent the views of The Department of Defense, the United States Government or its third party service providers. By submitting a comment for posting, you agree that the Department of Defense, the United States Government and its third party service providers are not responsible, and shall have no liability to you, with respect to any information or materials posted by others, including defamatory, offensive or illicit material, even material that violates this Agreement.

EDITING AND DELETIONS

The Department of Defense reserves the right, but undertakes no duty, to review, edit, move or delete any material submitted as a comment to the information provided for display or placed on the social media web sites in its sole discretion, without notice. Comments submitted to these sites will be reviewed and a representative sample may be posted on the Web site, or in the case of social networking sites, inappropriate comments may be deleted at the sole discretion of the Department of Defense. We hope to receive submissions from all viewpoints, but we ask that all participants agree to the following Terms of Participation:

- To ensure constructive questions, please post only questions directly related and relevant to the Department of Defense.
- Refrain from posting questions that contain threats, obscenity, material that would violate the law if published here, abusive, defamatory or sexually explicit material.
- Submissions containing the following will be deleted:
 - Contains obscene or threatening language or discrimination (hate speech) based on race, sex, gender, religion, national origin, age, or disability.
 - Promotes services or products (not including non-commercial links that are relevant to the topic)
 - Includes any personal or sensitive information (phone numbers, email or postal addresses)
 - Operational Security (OPSEC). All personnel (including families and friends of service members) have a responsibility to ensure that no information that might put our military members in jeopardy or would be of use to our adversaries is posted to websites that are readily accessible to the public. Not surprisingly, that information includes, among other things, technical information, operation plans, troop movement schedules, current and future locations of military units and ships, descriptions of overseas bases, details of weapons system, or discussions of areas frequented by service members overseas. Other information that's not as obvious but should also not be discussed in an open forum includes daily military activities and operations, equipment status, unit morale, and results of operations. Any of these topics, if released in an open medium, have the ability to provide our adversaries opportunities to harm our military members.

External Links (including Advertising Links) The appearance of external hyperlinks does not constitute endorsement by the United States Department of Defense of the linked web sites, or the information, products or services contained therein. The United States Department of Defense does not exercise any editorial control over the information you may find at these locations. All links are provided consistent with the stated purpose of these Department of Defense (DoD) web sites.

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Please let us know about existing external links which you believe are inappropriate and about specific additional external links which you believe ought to be included.