



Social Media at the Department of Defense

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Why Does DoD Engage?

- ▶ On June 18, 2009, Secretary of Defense Robert Gates said:
 - ▶ <http://youtu.be/UAvSmf5iDss?t=4m49s>
- ▶ Total Force age stats from Demographics 2010: Profile of the Military Community*:
 - ▶ 44.2% of our active duty force is 25 or younger
 - ▶ 80.1% of our active duty force is 35 or younger



Why Does DoD Engage? Part 2

Pentagon Press Secretary George Little, after his first ever Twitter Town Hall:

“Social media is now an important forum for addressing topics of concern to troops and family members and the American public, so it makes sense to engage not just in traditional formats, but on the Internet.”



Who are we talking to?

- ▶ 85% of internet users between 18 and 29 use social networking sites.
 - ▶ 71% of those 30-49
 - ▶ 52% of those 50-64*
- ▶ Consuming differently: News ‘snacking’
- ▶ Our audiences:
 - ▶ Active Duty/Guard and Reserve,
 - ▶ Military Families,
 - ▶ Military Communities,
 - ▶ The American public,
 - ▶ The world
 - ▶ Intersecting all: the media



What do we use? Facebook

The screenshot shows the Department of Defense (DoD) Facebook page. The browser window title is "(1) Department of Defense (DoD) - Mozilla Firefox". The address bar shows "https://www.facebook.com/DeptofDefense". The page features a cover photo of a building with an American flag. The profile picture is the DoD seal. The page name is "Department of Defense (DoD)" with 153,898 likes and 4,988 people talking about it. The bio identifies it as a Government Organization and provides the website "www.defense.gov". The page has 24 friends and a "Like" button showing 153k. A recent post from the DoD mentions Secretary Panetta's travel to Canada. The right sidebar shows an "Admin Panel" with 99 notifications and a list of dates from "Now" to "Founded". The bottom of the page shows a chat window with 2 people and a status "Waiting for fbcdn-photos-a.akamaihd.net..."



What do we use? Twitter

U.S. Dept of Defense (deptofdefense) on Twitter - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Twitter, Inc. (US) https://twitter.com/#!/DeptofDefense

Most Visited Getting Started Latest Headlines

U.S. Dept of Defense (deptofdefense...)

Home Connect Discover Search

 **UNITED STATES DEPARTMENT OF DEFENSE**
www.defense.gov

 **U.S. Dept of Defense** ✓
@DeptofDefense
Official U.S. Department of Defense Twitter: news, images & video about our Total Force serving around the world. (replying/following does not = endorsement)
Washington, D.C. <http://www.defense.gov>

Edit your profile

3,584 TWEETS

389 FOLLOWING

77,968 FOLLOWERS

Tweets

Following

Followers

Favorites

Lists

Recent images

Similar to you

 **Craig McKinley** @ChiefNGB
Following

 **Homeland Security** ✓ @DHSgov
Following

 **DCoE PH & TBI** @DCoEPage
Following

twitter

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Advertisers Businesses Media Developers

Tweets

 **U.S. Dept of Defense** @DeptofDefense 5m
#SecDef wrote down his thoughts about his recent international trip-- his 7th as SecDef. [ow.ly/9LZR8](#) #DoD #Afghanistan

 **U.S. Dept of Defense** @DeptofDefense 3h
RT @dodspokesman: We want for nothing, says Allen, as he thanks the American people for their support.

 **U.S. Dept of Defense** @DeptofDefense 4h
RT @dodspokesman: Gen. Allen: "There is no part of our strategy that has us staying in Afghanistan forever."

 **U.S. Dept of Defense** @DeptofDefense 4h
RT @dodspokesman: The Afghans want to lead and they want the responsibility that comes with that. -- Gen. Allen.

 **U.S. Dept of Defense** @DeptofDefense 4h
RT @dodspokesman: "Transition is the linchpin of success, not merely the way out." -- Gen. Allen.

 **U.S. Dept of Defense** @DeptofDefense 4h
RT @dodspokesman: Gen. Allen tells HASC: "we remain on track to keep Afghanistan from becoming a safe haven."

 **U.S. Dept of Defense** @DeptofDefense 5h
LIVE NOW: ISAF Cmdr Gen. John Allen and Acting USD(Policy) James Miller testify before HASC on [#Afghanistan defense.gov/live](#)

 **U.S. Dept of Defense** @DeptofDefense 5h
LIVE IN 5 MIN: ISAF Cmdr Gen. John Allen and Acting USD(Policy)

Done



Other Tools We Use:

- ▶ **Hootsuite.com**
 - ▶ Web-based, plus apps for Apple, Android
 - ▶ Allows scheduling of posts

- ▶ **Tweet Deck**
 - ▶ Now web-based, but only works in Chrome and Safari
 - ▶ Downloadable desktop app





How do we use it?

- ▶ To communicate DoD policy.
- ▶ As part of an integrated communication plan.
- ▶ For its ‘potential energy’.





How Do We Know It's Working?

- ▶ Comparison to “traditional” media metrics:
 - ▶ We never really know how many people see a story.
- ▶ Growth in numbers is just one metric.
- ▶ Engagement:
 - ▶ You know it when you see it.





Our (DoD) Guidance for Social Media Use:

- ▶ No official social media policy for official use.
 - ▶ See military services for their policies.

- ▶ Governed by public affairs policy
 - ▶ DoDI 5122.05; Sept. 5, 2008; Assistant Secretary of Defense for Public Affairs

- ▶ Principles of information
 - ▶ On Defense.gov (<http://www.defense.gov/admin/prininfo.aspx>)

- ▶ Authenticity

- ▶ Care and feeding

- ▶ Engage not broadcast

- ▶ No 'dead' sites





Questions?

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