



Print Media Category

Category D: Outstanding Digital Presence

U.S. Army Civil Affairs & Psychological Operations Command (Airborne)

Introduction

Nominee: U.S. Army Civil Affairs & Psychological Operations Command (Airborne)

Public Affairs Office

Army Service Component Command: U.S. Army Reserve Command

Background:

USACAPOC(A) established a social media presence in 2009 to engage Soldiers, Families and associated fans online to enhance the dissemination of our command information products and messages. In 2014 we continued to enhance our presence of our social media with continued involvement in utilizing Facebook as an effective tool in marketing Operation Toy Drop.

With the support of the out-going commanding general of USACAPOC(A) Maj. Gen. Jeffrey Jacobs, and the in-coming commanding general of USACAPOC(A) Maj. Gen. Daniel Ammerman, the USACAPOC(A) Public Affairs Office has continued to meet the commanding generals initiative of informing the command's Soldiers, Family members and active followers on various activities, training and community relation events that have taken place in 2014.

With over 12,000 Soldiers in the command comprised of 88 units spread throughout 32 states and Puerto Rico, the use of social media has been such a successful means of communication in spreading and sharing information amongst fans. Maj. Gen. Jacobs' Facebook site, Maj. Gen. Daniel Ammerman Facebook site, as well as CSM Harry Bennett's, has equally been successful in getting the command's feedback and sharing their state-to-state visits with photographs and recognitions of the units.

We continue to use our social media platforms to allow discussion between our Soldiers, Families, employees, veterans and friends of the site.

Objectives:

With Soldiers stationed from coast-to-coast and a large percentage of USACAPOC(A) Soldiers deployed at any given time, our objective is to create a less-formal way of communication by actively interacting with our dispersed audience with information and more importantly a way for our audience to provide content directly to our social media sites. Our audience provides us with stories, photos, videos and feedback on activities that get conducted in the command.



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Short Term Goals:

The importance of growing an audience not associated with USACAPOC(A), such as local community and school officials, and the average family helps educate their community in what the command does around their population. Inviting and marketing our social media sites with the use of posting photos at local events help generate the increase on the amount of followers.

Long Term Goals:

Our goal for 2014 was to have 17,500 followers on our command Facebook page by the end of the year, up from 14,500. We achieved our goal and currently have 46,650, nearly tripling our followership. This year we increased from 2,800 followers that we have on our Operation Toy Drop page to 4,180, using that as the primary source of communication for our commands community relation event. The official Facebook page for then commanding general, Maj. Gen. Jeffrey Jacobs went from 569 to 855 in 2014. A new Facebook page was started for our current commanding general, Maj. Gen. Daniel Ammerman, it currently has 129 likes in the one month the page has been active. Our command sergeant major's page was started in 2013 went from 400 followers to 1064 in 2014. By actively involving not only the USACAPOC(A) family, but including the community of the more than 70 locations spread throughout the country, we are shooting for a goal of 52,000 Facebook fans on our official unit page by the end of 2015.

Target Audience / Community:

When the command's Facebook was established four years ago, the intent for the PAO was to spread command message to the USACAPOC(A) community. With the current popularity of Facebook, a good percentage of followers are veterans, family members or supporters. The intent of spreading command message is still available for the Soldiers but the target audience has now spread to Family and community members as well. We therefore, spread the understanding of our activities to our communities so they have the knowledge in what USACAPOC(A) does as a whole.

Case Use Study:

Like what we have used in the past, the popularity of Operation Toy Drop has gradually increased from city to city. Operation Toy Drop originally started to help raise toys during the holiday season for the Fort Bragg community. Instead of marketing Operation Toy Drop through the USACAPOC(A) Facebook page, our PAO decided to start an Operation Toy Drop page two years ago. The late development of the OTD Facebook site was unknown to the community with about 300 followers in December of 2011. Marketing and networking through our social media sites have pushed the followers to over 1800 followers with the majority coming in the months of October and November of 2012. Units in El Paso,



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Tx., Upland, Calif., and Danbury, Conn. has used to promote their toy collection activity thorough the Toy Drop social media sites.

We have linked the use of our URL www.optoydrop.net in providing information on the history, information, and the operation of Operation Toy Drop. Fort Bragg paratroopers also had the opportunity to receive information on both sites on donation and airborne operation as well.

For Operation Toy Drop 2013 we put a bigger emphasis on using social media by incorporating the use of hashtags, distributing business cards with our social media platforms, and communicating directly with our followers on both Facebook and Instagram. In 2014, we continued that trend and increased our followership.

At its peak, we had reached 96,945 people during Operation Toy Drop which it has increased ten times as much in 2011 where we peaked at 10,378.

Online and Social Media Platforms:

<http://www.usar.army.mil/ourstory/commands/USACAPOC/Pages/default.aspx>

www.optoydrop.net

www.facebook.com/usacapoc

www.twitter.com/usacapoc

www.flickr.com/usacapoc; login is usacapocairborne, password is PA\$\$word123

<http://www.facebook.com/operationtoydrop>

<http://www.facebook.com/MGJeffJacobs>

<https://www.facebook.com/pages/MG-Daniel-Ammerman/>

<https://www.facebook.com/CSMHarryBennett>

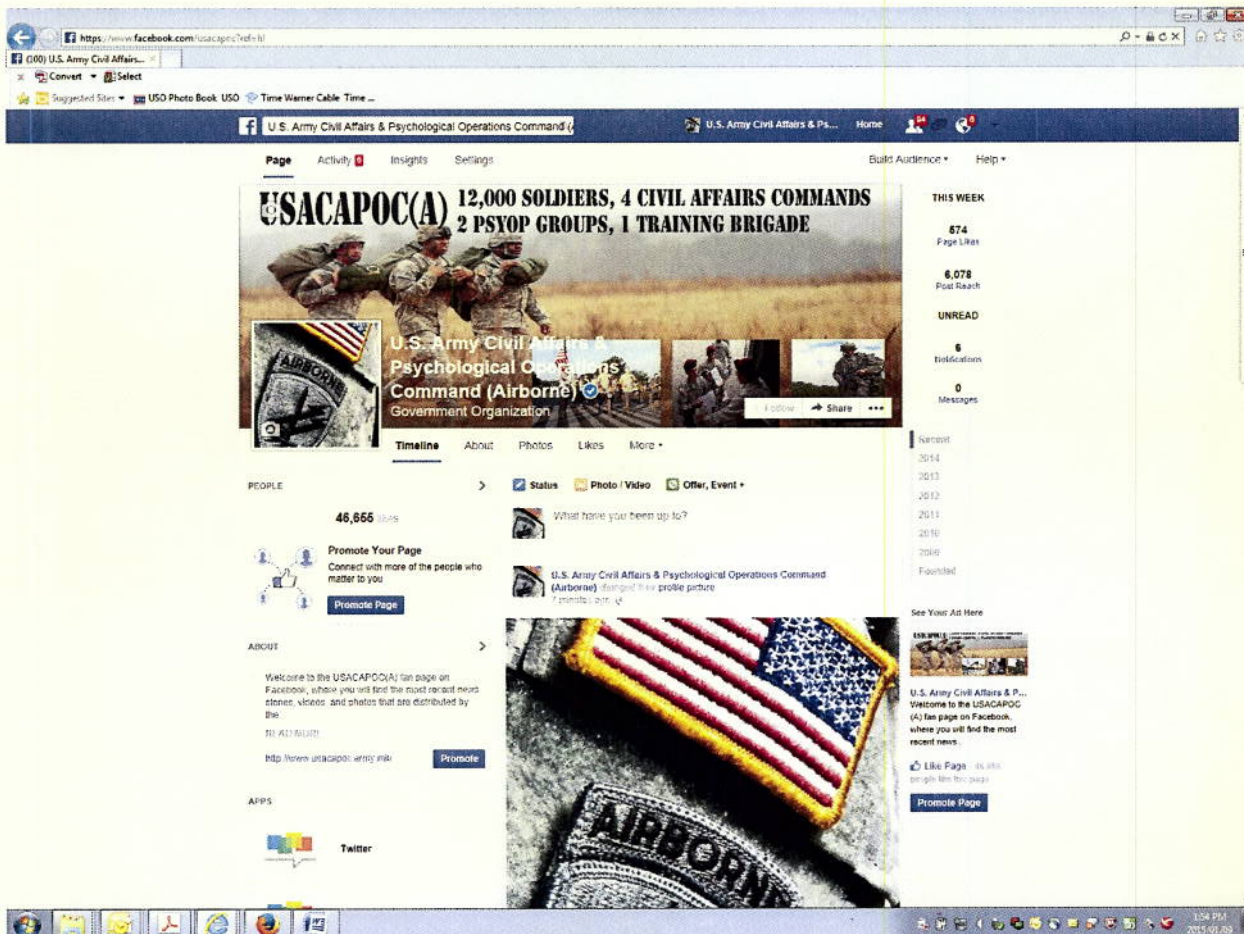
<http://instagram.com/usacapoc#>; login is usacapoc, password is capoc2929



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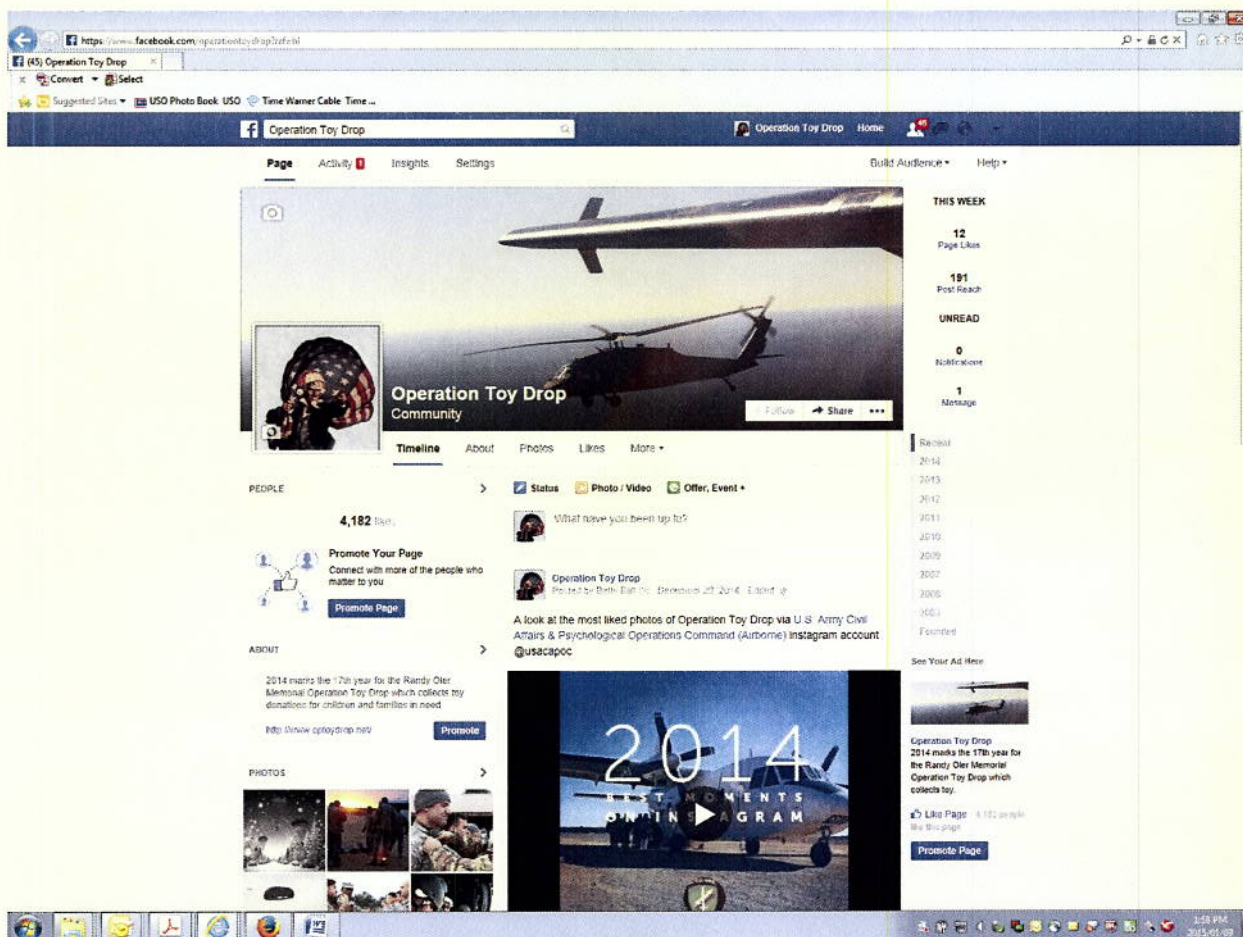
We continue to use our followers to help spread and market our Facebook site. We are at 46,650 followers which is triple the number we had last year.



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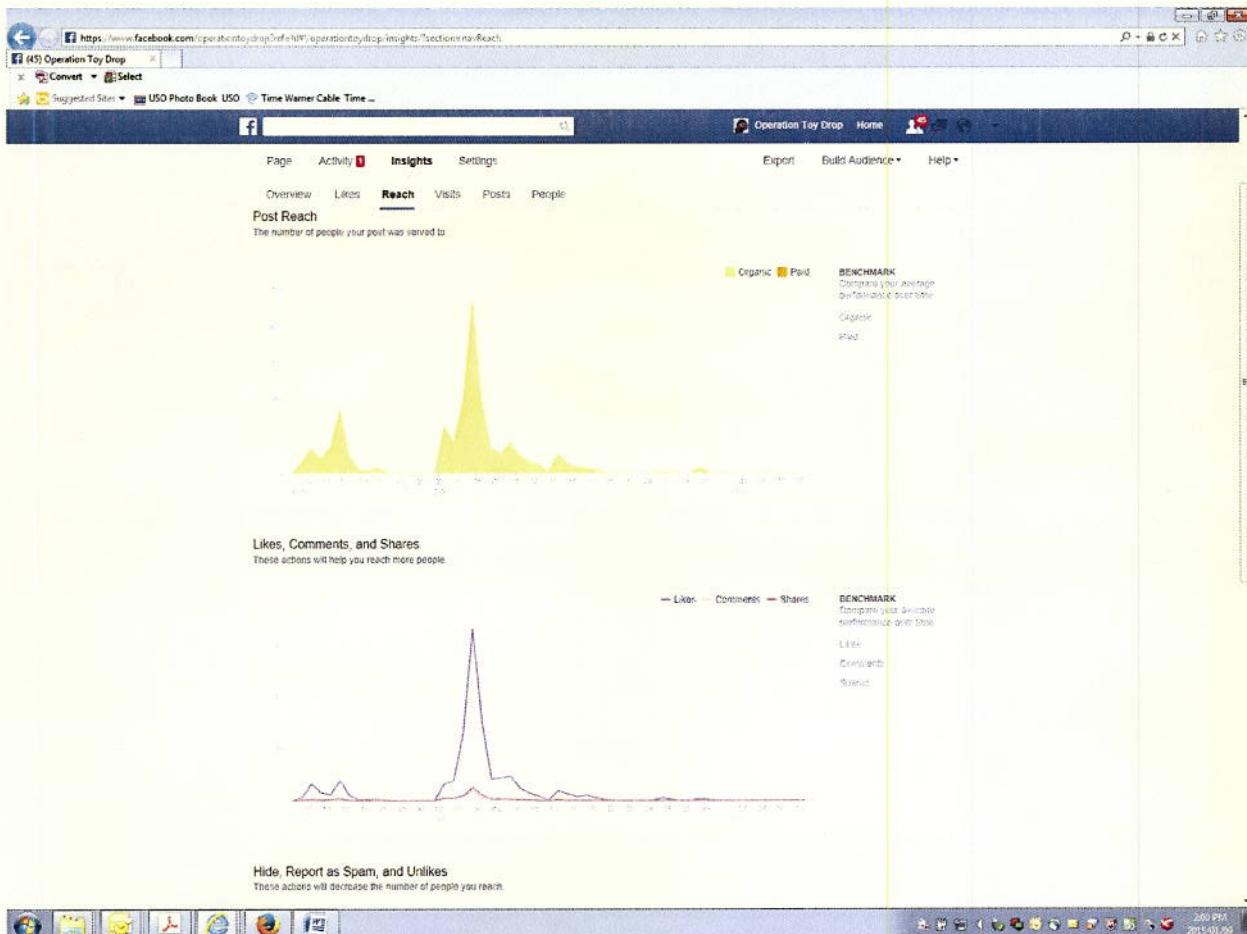
Our Operation Toy Drop Facebook site was effective in not only handing out command information but to educate the community on exactly what we did during the operation. Instead of clogging information on the USACAPOC(A) Facebook site, maintaining the Operation Toy Drop Facebook site made it easier for a specific audience to get information.



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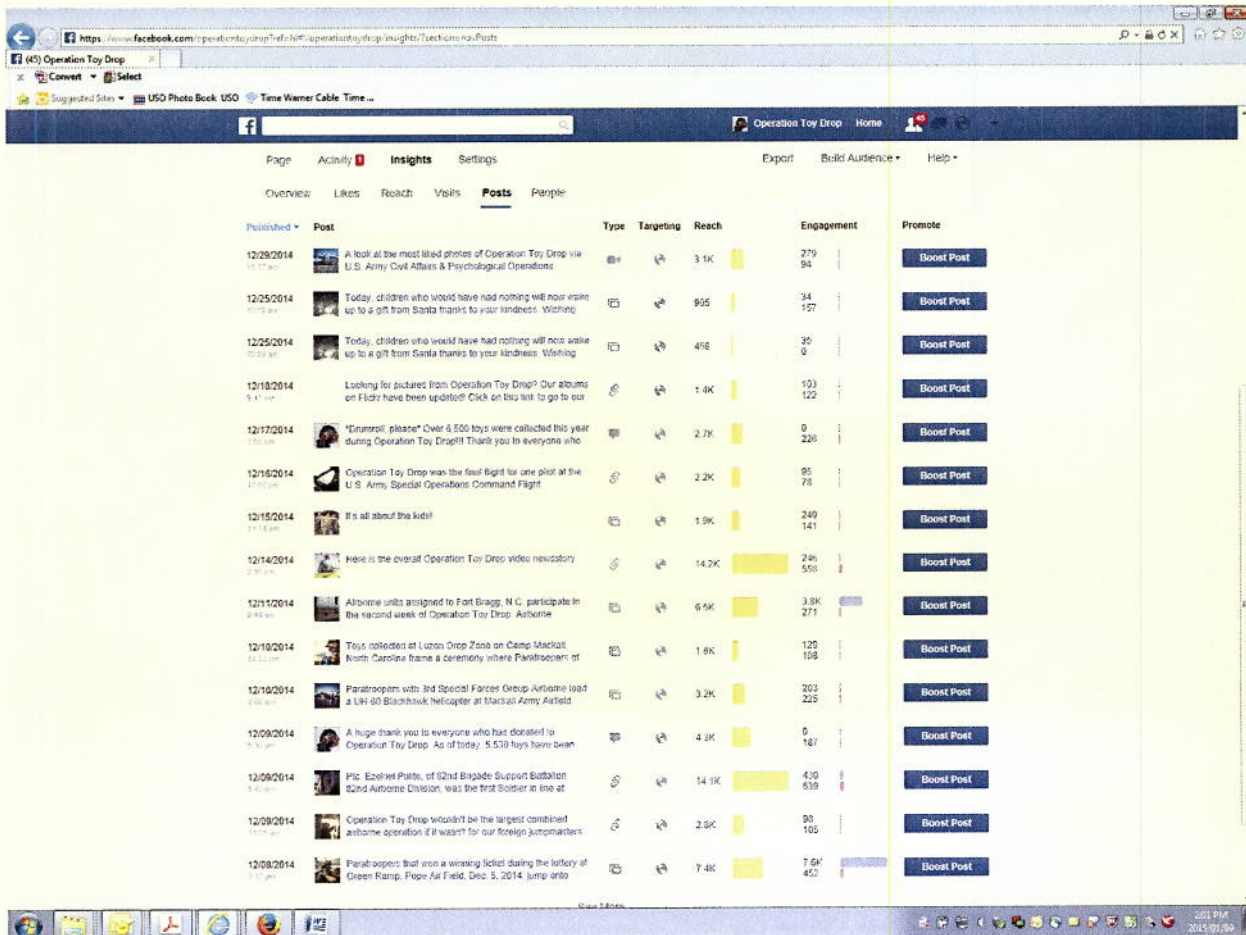
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We have marketed our Operation Toy Drop Facebook site to the foreign jumpmasters and Fort Bragg Paratroopers that participated in the operation. In the month of December, the amount of fans went from 2,800 to 4,180 reaching over 96,000 people at its peak per day.

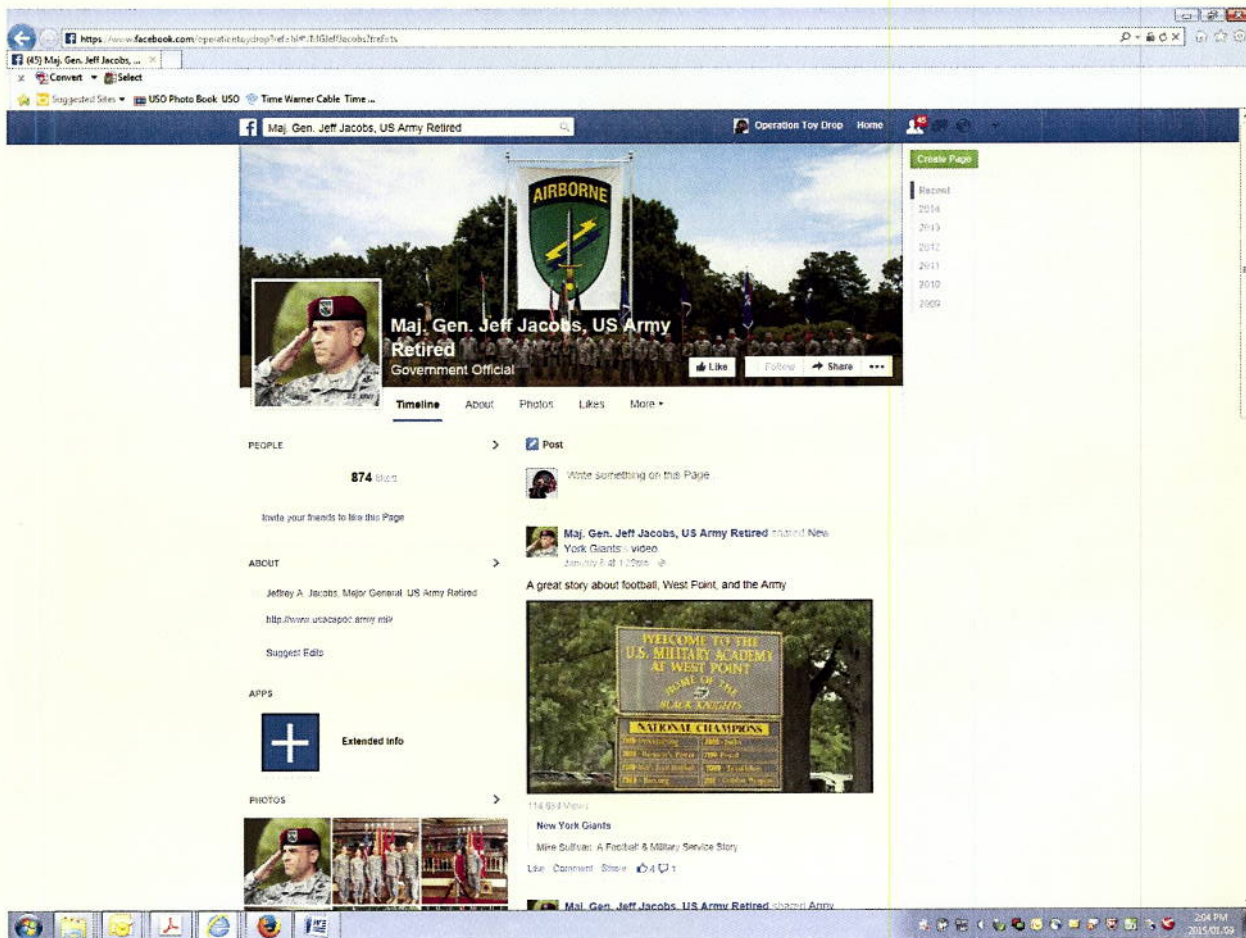
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The former commanding general of USACAPOC(A), Maj. Gen. Jeffrey Jacobs personally updated his Facebook site while he visited units or when he sent out a command message. He posted and linked photos and videos of operations and has recognized leaders and Soldiers for their performances stateside and overseas.

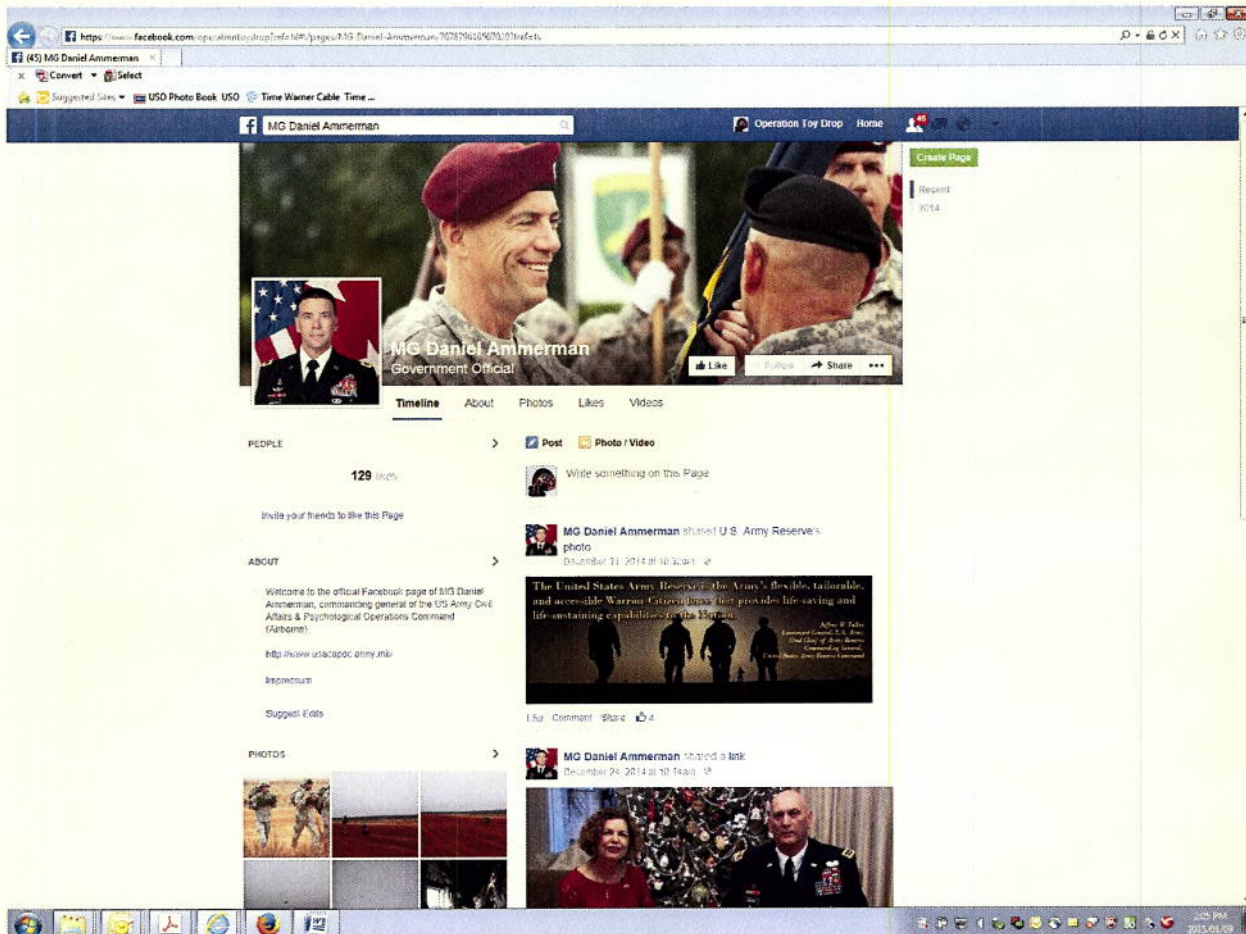
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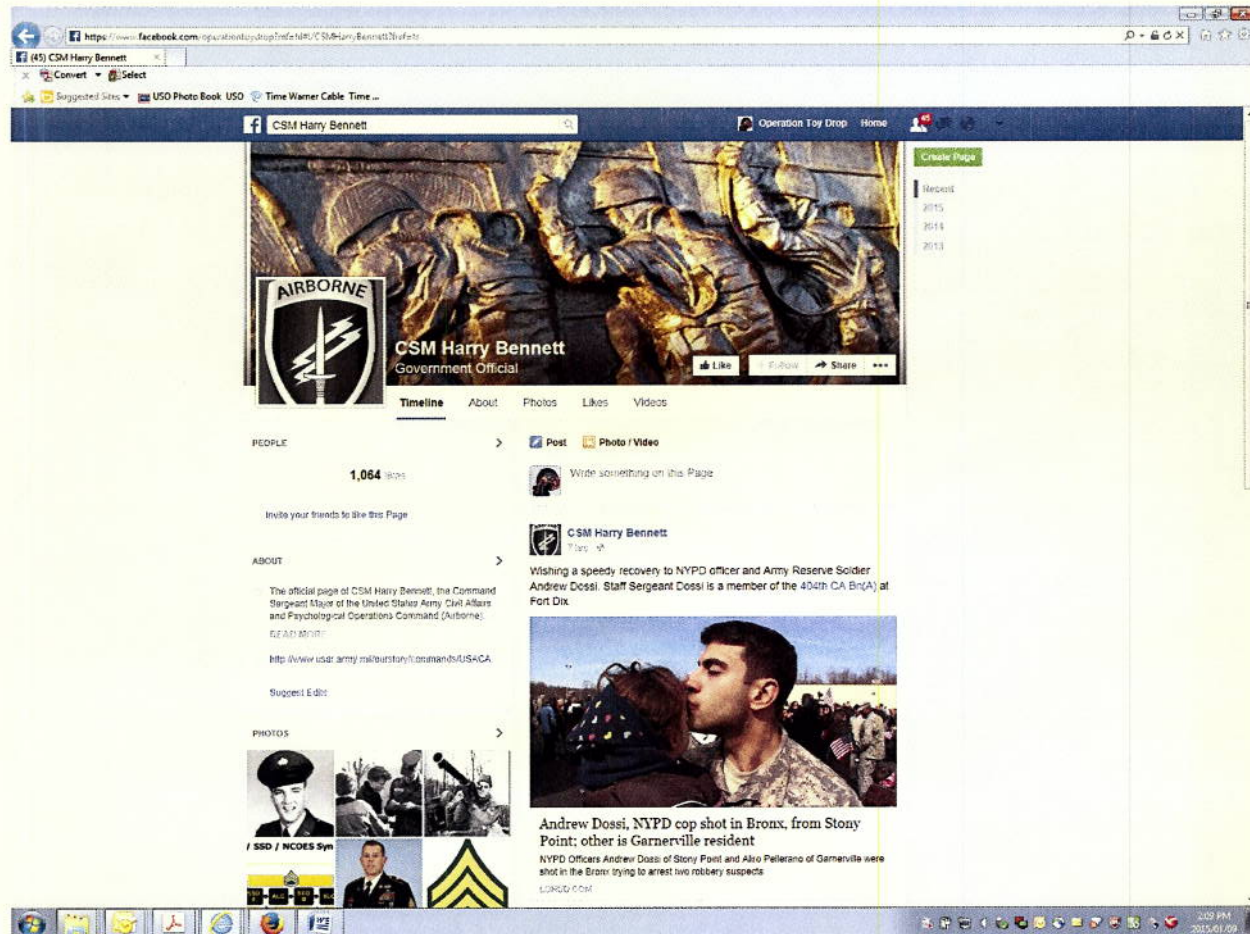
The current commanding general of USACAPOC(A), Maj. Gen. Daniel Ammerman has been on Facebook officially for a month now, he personally updates his Facebook site while he visited units or when he sent out a command message. He intends to have it as an open forum to reach Soldiers, units, Family Members, local leaders and those interested in the mission and stories of USACAPOC.



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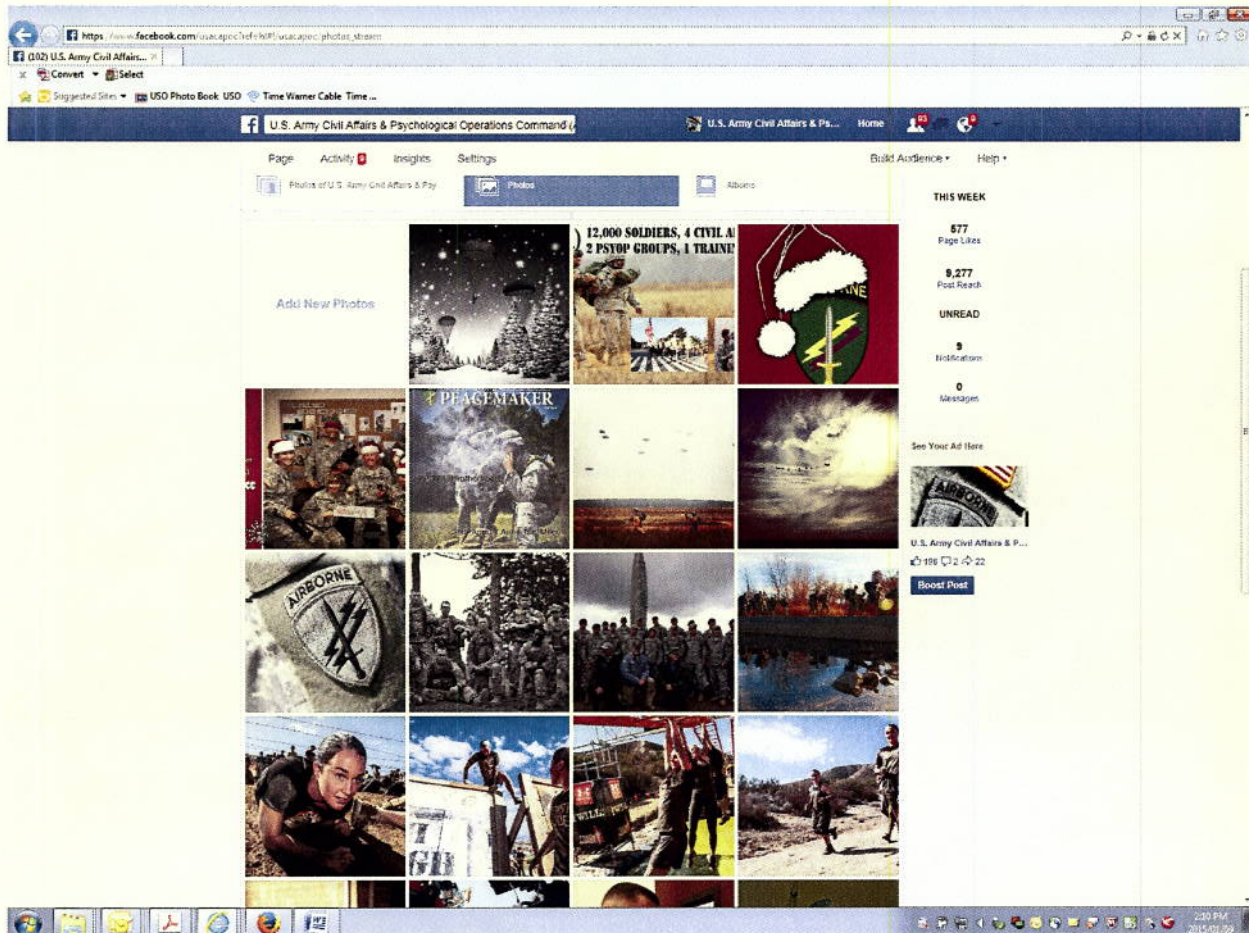
The command sergeant major of USACAPC(A), Command Sgt. Maj. Harry Bennett, personally updates his Facebook site while he visits units or when he sends out a command message. He has posted and linked photos and videos of operations and has recognized leaders and Soldiers for their performances stateside and overseas.



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We now use our Smartphone's to capture photos, short videos, relevant B-roll or interviews and automatically upload it onto our Facebook site. This keeps followers current for any missions that are ongoing. Toy Drop, Best Warrior Competitions and various airborne operations are some of the events we have uploaded on the spot.

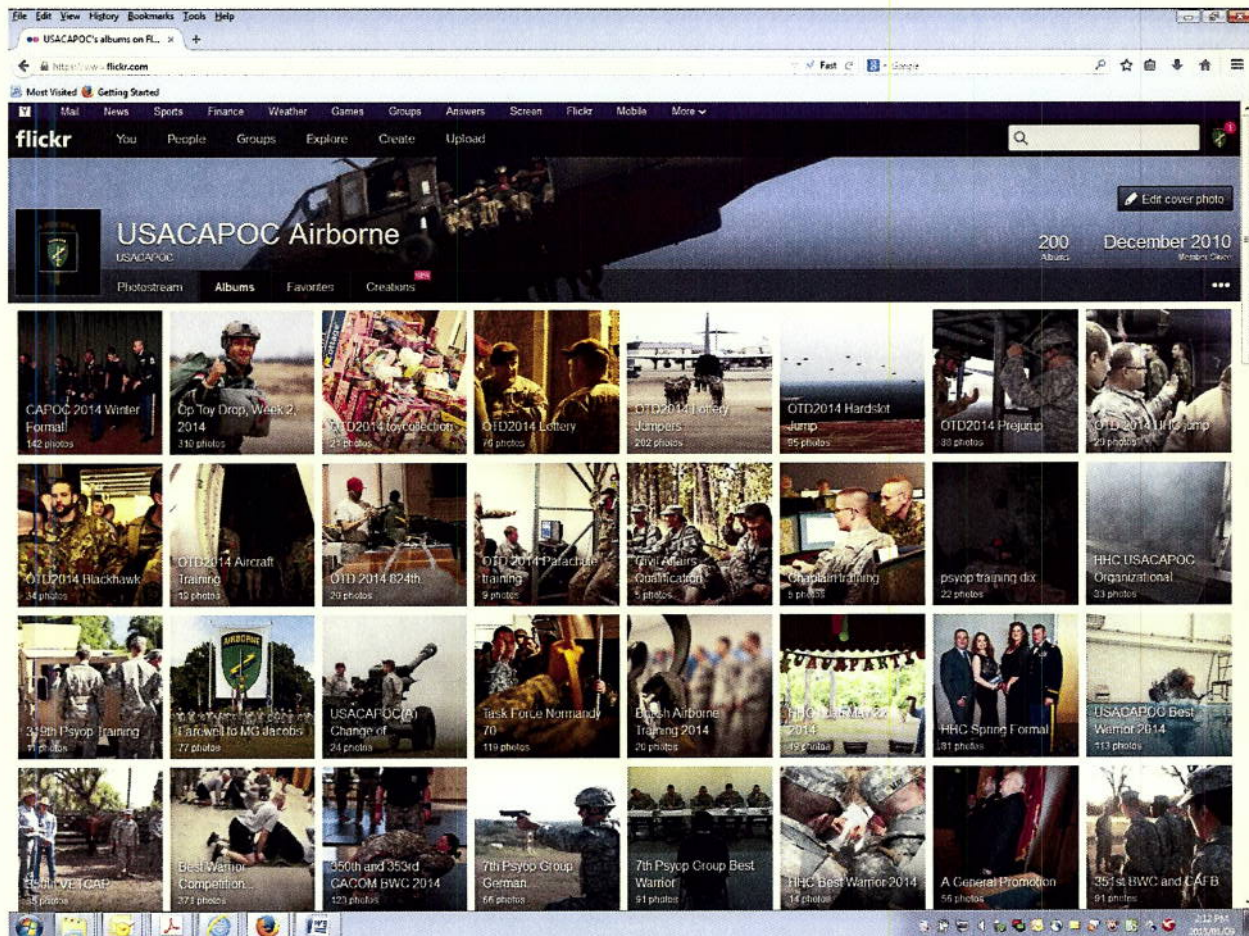
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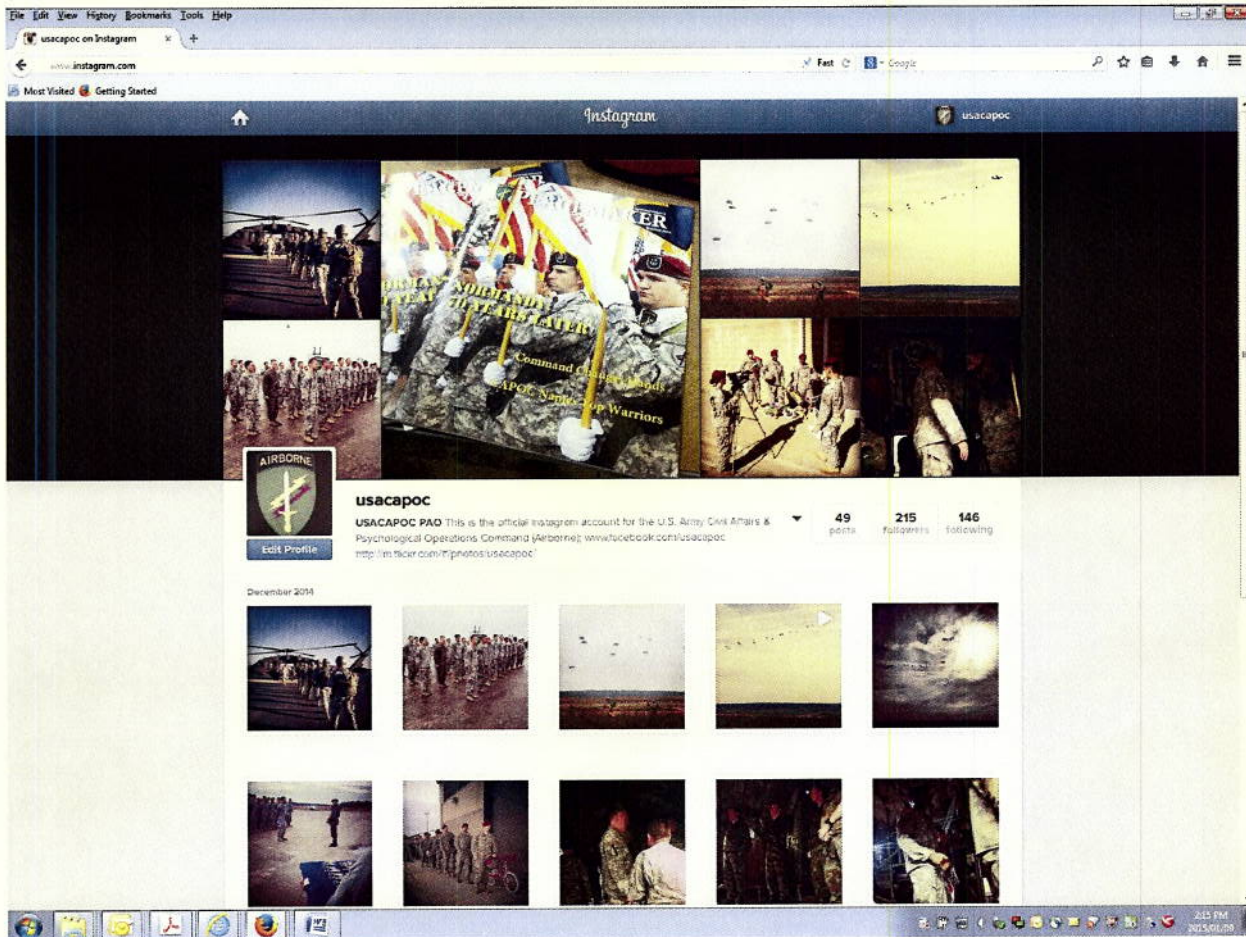
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Flickr and Instagram are two of four sites we use for photo distribution. Any time we cover an event, the photos and videos are posted on Instagram, Flickr, Facebook and DVIDS for distribution.

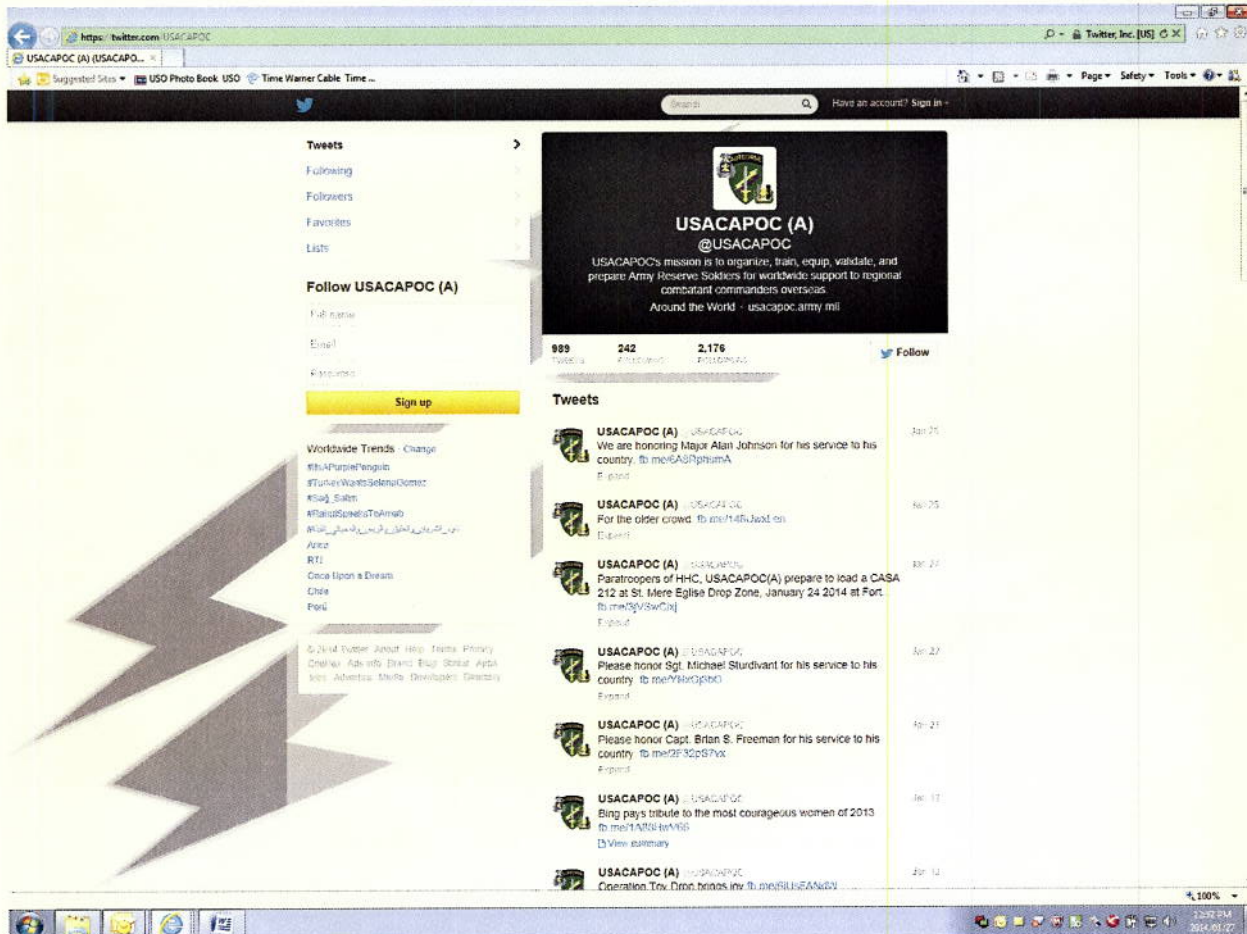
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We also use Twitter to send out messages, information and also link USACAPOC(A) related news stories for our followers to read.