



**Print Media Category**

**Category F: Website/Blog (Unit Category)**

**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.



Department of the Army MG Keith L. Ware Public Affairs Competition



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http://www.usar.army.mil/entirety/commands/USACAPOC/Pages/Overview.aspx

USACAPOC(A) - Official Site

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Suggested Sites: USO Photo Book USO Time Warner Cable Time

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**USACAPOC(A)**

**By Sword, Deed and Word**  
Promotes the understanding of the U.S. Army Civil Affairs and Psychological Operations Command (Airborne) to the public.

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Road along networks we conduct around the world, profiles of outstanding Soldiers, and more

**Command Group**  
Critical photo and biographies for the USACAPOC(A) Commanding General, Deputy Commanding General

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