



2016

Major General Keith L. Ware

Communications Awards Competition

Visual Information Categories



Category

Last Name

Rank/GS

First Name

Middle

Unit

UIC

Street Address

State

Zip

Office phone number (Commercial)

Email

Title of Submission

Publication Date (DDMMYYYY)

Product URL(s)

Entrant CAC Signature

NCOIC/OIC CAC Signature

MACOM/DRU/ASCC CAC Signature

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"I acknowledge that by digitally signing above that all the information on this form is true and accurate, to the best of my knowledge."

2016 Major General Keith L. Ware Public Affairs Competition Category N: Social Media Video (Individual)

The perception of working for the government, especially in the science and technology arena is that the kind of research we do is boring. The goal of the “#peoplebehindthescience” video series (tied into the same hashtag across all the U.S. Army Natick Soldier Research, Development and Engineering Center social media platforms) was to highlight our bright, young, energetic workforce and show how passionate they are about the interesting, cutting edge work they’re doing.

- <https://www.facebook.com/NSRDEC/videos/1160698397281414/>
- <https://www.facebook.com/NSRDEC/videos/1166208753397045/>
- <https://www.facebook.com/NSRDEC/videos/1271888006162452/>
- <https://www.facebook.com/NSRDEC/videos/1253085828042670/>
- <https://www.facebook.com/NSRDEC/videos/1334999736517945/>

The videos not only inform the public about the amazing workforce we have but also are used at STEM events to show future potential scientists and engineers that working for the government can be “cool”. The videos thus far have received over 10k views, 205 likes and 75 shares on the Facebook platform alone. Those metrics prove that the ongoing series has and will continue to provide a platform to inform the public, our partners and stakeholders, and the media on the work we do and the people responsible for that work.