



Understanding and Utilizing Social Media

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USACE Jacksonville District

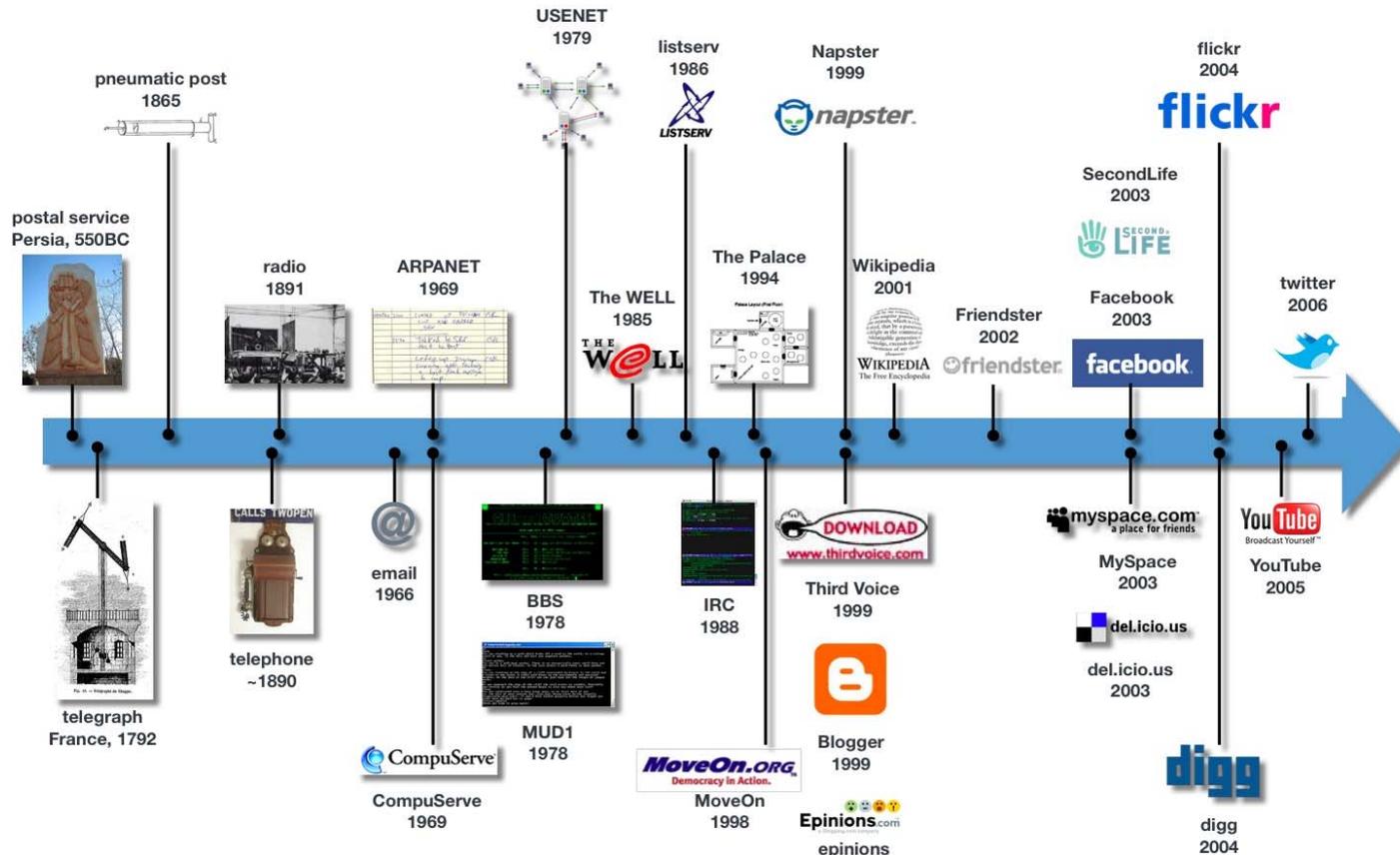
Partners Outdoors 2010





What is Social Media?

Online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other. Social media is user-generated content.



We've come a long way, baby!



Why Use Social Media?

- 2010: Gen Y outnumbers Baby Boomers. 96% of them have joined a social network 
- Generation Y (1977-1994) and Z (1995-2012) consider e-mail passé...In 2009 Boston College stopped distributing e-mail addresses to incoming freshmen
- Social Media has overtaken pornography viewing as the #1 activity on the Web 
- 1 out of 8 couples married in the U.S. last year met via social media
- Years to reach 50 millions users: Radio (38 Years), TV (13), Internet (4), iPod (3)
Facebook added 100 million users < than 9 months. iPhone apps hit 1 billion in 9 mo.
- If Facebook were a country it would be the world's 4th largest between the United States and Indonesia (may creep up further... recently announced 300 million users)
- The fastest growing segment on Facebook is 55-65 year-old females 
- More than 1.5 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook daily.



Why Use Social Media?

- What happens in Vegas stays on YouTube, Flickr, Twitter, Facebook... 
- The second largest search engine in the world is YouTube
- There are over 200,000,000 Blogs
- Because of the speed in which social media enables communication, word of mouth now becomes world of mouth 
- 34% of bloggers post opinions about products, brands, activities... Everything!
- People care more about how their social network ranks products and services than how Google ranks them.
- 78% of consumers trust peer recommendations. Only 14% trust advertisements
- In the near future we will no longer search for products and services. They will find us via social media.



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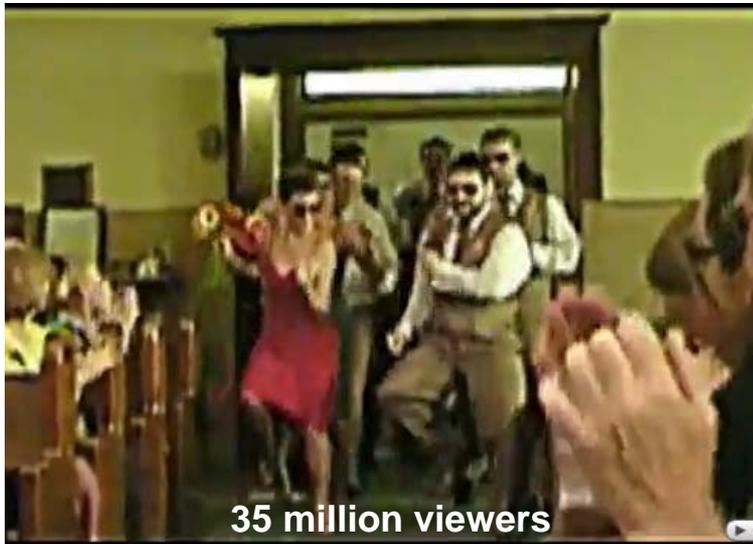


6.5 million views

Name that Tune!



5.5 million viewers



35 million viewers



120 million views



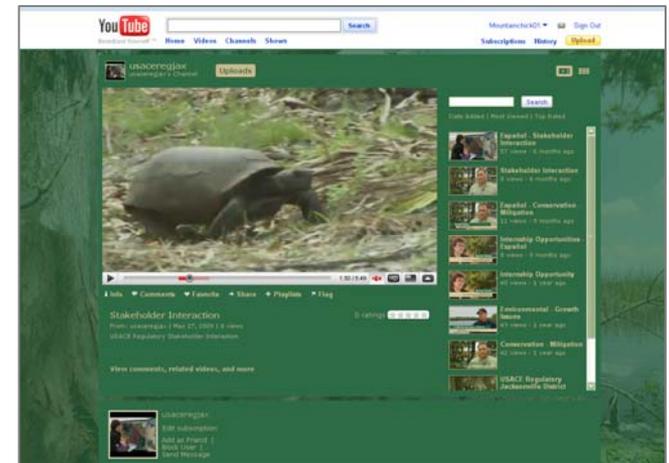
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How the Corps Uses Social Media



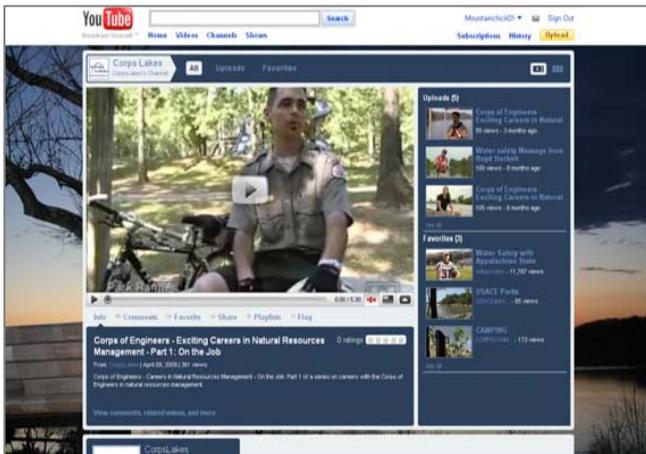
Corps Connection YouTube channel



SAJ Regulatory YouTube channel



JaxStrong YouTube channel



Corps Lakes YouTube channel



USACE YouTube channel



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Philadelphia District Flickr page

JaxStrong Flickr page

PAO Flickr page

USACE Vessels Flickr page



Corps of Engineers YouTube Channels

www.youtube.com/user/PortlandCorps 2 subscribers, 101 uploads

www.youtube.com/user/usaceregjax 4 subscribers, 439 uploads

www.youtube.com/user/CorpsLakes 3 subscribers, 733 uploads

www.youtube.com/user/Southpacificdivision 3 subscribers, 758 uploads

www.youtube.com/user/NWP21USACE 1 subscriber, 811 uploads

www.youtube.com/user/USACESAC 3 subscriber, 1,283 uploads

www.youtube.com/user/JaxStrong 3 subscribers, 1,613 uploads

www.youtube.com/user/usaceEuropeDistrict 7 subscribers, 1,948 uploads

www.youtube.com/user/USACEdotArmydotmil 40 subscribers, 6,090 uploads

www.youtube.com/user/armyengineersnorfolk 54 subscribers, 15,354 uploads

www.youtube.com/user/USACE90017 11 subscribers, 22,045 uploads (LA District)

www.youtube.com/user/CORPSCONNECTION 134 subscribers, 140,560 uploads



Corps of Engineers Facebook Pages and Groups

Pages

- Buffalo District- 10 fans
- Libby Dam- 18 fans
- Nashville District- 21 fans
- New England District- 57 fans
- Detroit District- 72 fans
- Europe District- 77 fans
- New York District- 109 fans
- Portland District- 159 fans
- Savannah District- 195 fans
- Jacksonville District- 200 fans
- JaxStrong- 213 friends
- Louisville District- 249 fans
- Afghanistan Engineer District- 301 fans
- Norfolk District- 365 fans
- Gulf Region District- 450 fans

Groups

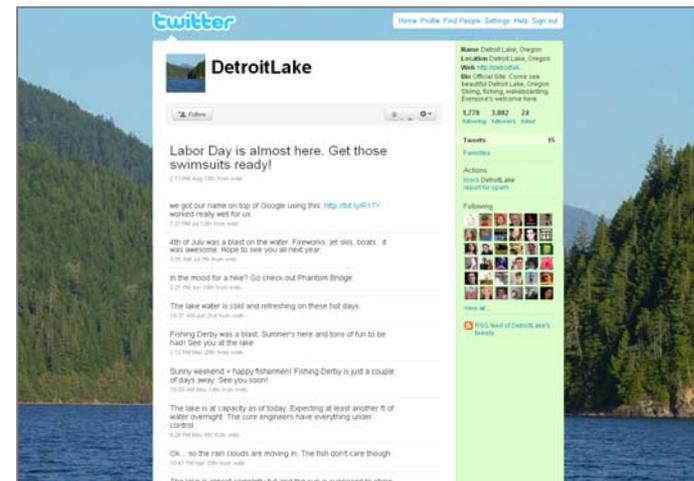
- Friends of Bobber- 32 members
- ~USACE~ The CORE- 45 members
- USACE South Pacific Division- 57 members
- Vicksburg District People- 100 members
- USACE Employees- 274 members
- USACE- 801 members





Corps of Engineers Twitter pages

- http://twitter.com/USACE_SPD 29 followers
- <http://twitter.com/usacebaltimore> 31 followers
- <http://twitter.com/NWDCorps> 65 followers
- <http://twitter.com/PittsburghUSACE> 89 followers
- <http://twitter.com/USACEPAO> 113 followers
- <http://twitter.com/detroitdistrict> 120 followers
- <http://twitter.com/CorpsNewEngland> 149 followers
- <http://twitter.com/NashvilleCorps> 156 followers
- <http://twitter.com/TeamNewOrleans> 203 followers
- <http://twitter.com/jaxstrong> 213 followers
- <http://twitter.com/TennTomWaterway> 232 followers
- <http://twitter.com/SavannahCorps> 256 followers
- <http://twitter.com/PortlandCorps> 327 followers
- <http://twitter.com/LouisvilleUSACE> 355 followers
- <http://twitter.com/norfolkdistrict> 1,558 followers
- <http://twitter.com/USACEvideo> 1,757 followers
- <http://twitter.com/DetroitLake> 3,082 followers





Corps of Engineers Flickr pages

<http://www.flickr.com/photos/jaxstrong>

<http://www.flickr.com/groups/1073563@N21/> (USACE)

<http://www.flickr.com/groups/1212897@N21/> (NAD)

<http://www.flickr.com/groups/974882@N24/> (Europe District)

http://www.flickr.com/photos/corps_of_engineers_baltimore/

<http://www.flickr.com/photos/philadelphiausace/>

<http://www.flickr.com/photos/savannahcorps/>

<http://www.flickr.com/photos/newyorkdistrict-usace/>

<http://www.flickr.com/photos/37671998@N05/> (New Orleans)

<http://www.flickr.com/photos/armyengineersnashville/>

http://www.flickr.com/photos/detroit_district/

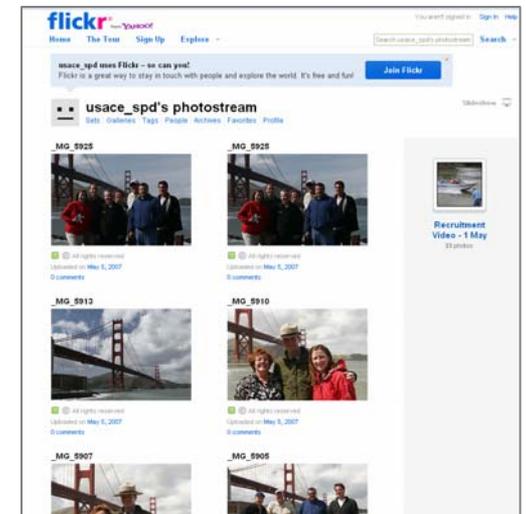
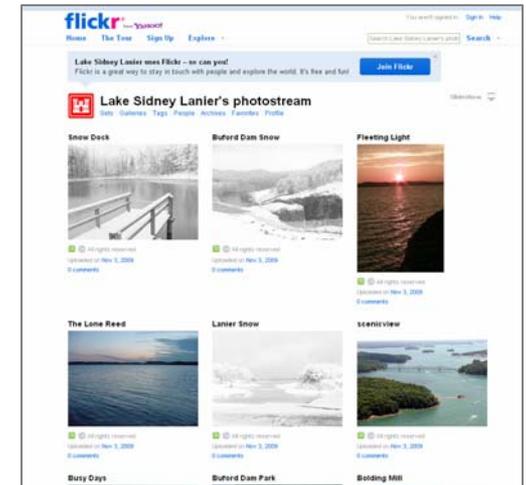
<http://www.flickr.com/photos/armyengineersnorfolk/>

<http://www.flickr.com/photos/30539067@N04/> (Public Affairs)

<http://www.flickr.com/photos/37499523@N00/> (SPD)

<http://www.flickr.com/photos/lakesidneylanier/>

<http://www.flickr.com/groups/1155569@N20/> (USACE vessels)





Before You Get Started

Planning/Strategy

- Have a plan, and think strategically.
- Ensure the social media platform meets the needs of your organization.
- Involve your Public Affairs and chain of command early in the planning process.

Manpower

- Do you have the resources to manage and maintain the sites?
- Update your sites at least once per week.
- Provide enough new content to keep users coming back.

Messaging

- Social media is about taking your identity or messaging and turning over control to your community.
- Facebook walls and Flickr comments stream are places for positive, as well as negative comments.
- If you are not willing to lose control of your message, social media is not for you!



What Makes a Site Effective? Tips for Successfully Using Social Media

- Update often! 
- Dedicate one employee's time daily/weekly
- Get someone young/tech savvy to develop your pages 
- Enlist advice from your teenage and college-age children
- Consider SCA interns or temporary summer employees
- Evaluate what works and what doesn't. Adjust your strategy.
- Link social media sites to maximize exposure and coverage 
- Think like a user... what do you like in a site?
- Use a name that makes sense for searching (Lake Okeechobee vs. JaxStrong)
- Use a lot of photos and color
- Do not post long videos. Keep videos less than 5 minutes in duration.
- Organize photos in Flickr by category
- Provide links related to your videos, photos, articles
- Have fun with it. Think outside the box. Your goal is to get viral! 
- Update! Update! Update!



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- **RSS:** “Really Simple Syndication” web feed program
- **Digg:** Social news website. Users “digg” or “bury” stories.
- **Delicious:** Social bookmarking web service
- **StumbleUpon:** Recommendation engine. Users rate pages.
- **Reddit:** Social news website. Users post links to web content.
- **DesignFloat:** Social media for the design industry
- **Blogger:** Blog publishing system
- **YouTube:** Video sharing website
- **Google:** Web portal, search engine
- **Feedburner:** Webfeed management provider
- **Skype:** Application to make phone calls over the web
- **LinkedIn!** Business oriented social networking site
- **Yahoo!** Web portal, search engine
- **Twitter:** Micro-blogging site
- **BrightKite:** Location based social networking site
- **Technorati:** Search engine for searching blogs
- **WordPress:** Blog publishing application
- **Flickr:** Photo sharing website
- **MySpace:** Social networking site
- **Facebook:** Social networking site
- **Posterous:** Micro-blogging site
- **Mixx:** Combo of social network, bookmark, blogs, syndication
- **NewsVine:** Collaborative journalism news website
- (Twitter bird... I included him because I think he is cute!)