

# Using Social Media

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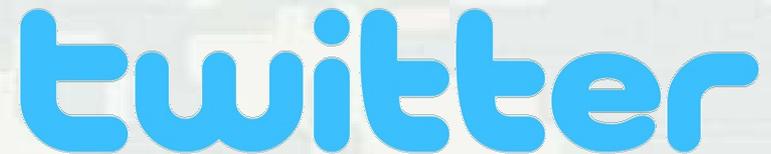


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US Army Corps of Engineers  
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# The Big 4 Social Media Outlets



# Why Use Social Media?



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- 901 million Facebook users as of May 2012
- 22% online time spent on social media
- Twitter averages 40 million tweets per day
- Over 100 hours of video uploaded to YouTube every 5 minutes
- 1 in 4 people aged 65 and older use social media
- Social media has become #1 internet activity



# Time to get on board!



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# Corps Policy

- District or division must approve of any social media sites in writing
- Content on these sites must reflect government policy
- Must not contain political or discriminatory content
- Must not endorse non-federal entities
- Government users must receive training
- <https://iatraining.us.army.mil>



# Army Wide Policy

1 November 2010: Standardizing official U.S. Army external official presences (social media) *Full document located on NRM Gateway*

All U.S. Army EOPs, to include pages on Facebook, Twitter, Flickr, YouTube, blogs and any other platform must adhere to the following standards:

- a. must be categorized as a government page
- b. include the Commander approved names and logos
- c. branding (official name and logos) across all social media platforms (i.e. Facebook, Twitter) are uniform
- d. include a statement acknowledging this is the “official [Facebook] page of [enter your unit or organizations name here]”



- e. Facebook pages must default to the just” [your unit or organization’s]” on the wall (Do this by selecting “edit page,” then “manage permissions.” Drop down under the “wall tabs page” and select “only post by page”). This results in command information being the first and primary thing on the wall, instead of spam and others’ comments.
- f. Facebook pages must include “Posting Guidelines” under the “Info Tab.” Use the U.S. Army’s Facebook policy as a reference and/or visit the DoD Social Media user agreement at:  
[http://www.ourmilitary.mil/user\\_agreement.shtml](http://www.ourmilitary.mil/user_agreement.shtml)
- g. be recent and up-to-date. Post must not be older than one month.
- h. adhere to Operations Security guidelines.  
[www.slideshare.net/usarmysocialmedia](http://www.slideshare.net/usarmysocialmedia)



# 7 Deadly Sins of Social Media

1. Over Posting
2. Topic Overload
3. Failure to engage
4. Social Media Ghost Ships
5. Negative engagement
6. All vegetables and no dessert
7. Too much self promotion

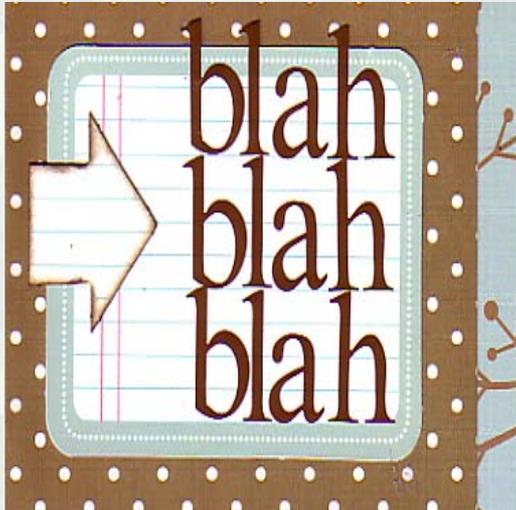


# Over Posting

- Our lakes and offices are doing good things and have a lot to say. HOWEVER, not everything that happens at your lake is Facebook/Twitter worthy
- Evaluate the size of your social media audience. If you have a very large group of followers, 3-5 posts a day may be appropriate. If you only have 100 “likes”, then 3-5 posts a day is overkill. Understand your audience. Don’t be that Facebook friend posting every 15 minutes!



# Topic Overload



- Don't post or Tweet about a certain issue or event over and over without other content to break the flow.
- It's ok to emphasize a topic or event for a few days in a lead up effort, however intersperse different content.



# Failure to Engage

- Social media is social!
- Answer and ask questions of your audience, “like” comments they make, engage them.
- Social media is time consuming but if you are not available your audience will figure it out and move on.



# Social Media Ghost Ships

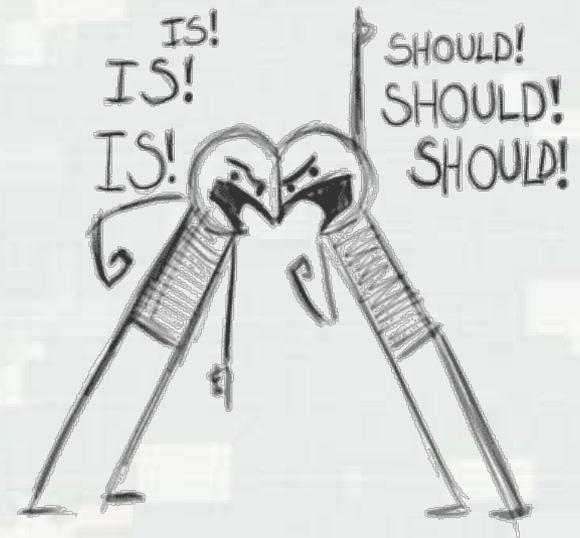


- Creating a social media site is a great idea at first, but can lose its priority after a few months, or even be forgotten altogether.
- Your social media site continues to float around even though nobody is on board. This makes your office look bad to those who stumble across it.
- Don't create a ghost ship! If you don't have time to maintain your social media site, then take it down until you do.



# Negative Engagement

- Social media is a place for individuals to express their opinions. Sometimes those opinions do not line up with yours.
- If the comments violate your site's terms of use, then remove them.
- If negative comments do not violate your terms of use, compose a professional response. Your social media presence reflects your lake/office, so never lash out or argue. Always remain calm and professional in the face of criticism or negative feedback.



# All Vegetables and No Dessert



- Not all topics you post will be fascinating material. It's your job to take the dull material (vegetables) and make it more interesting (dessert), or follow up the dull material with something more interesting.
- Pictures help achieve this with almost any topic.



# Too Much Self Promotion

- It's great to have pride in your lake/office but not everyone works there!
- Self congratulatory posts are occasionally acceptable; however, be aware of sounding full of yourself.
- Allow your followers to pat you on the back. Don't do it yourself.



# The 10 Commandments of Successful Social Media

1. Update often!
2. Dedicate one employee's time daily/weekly.
3. Link social media sites to maximize exposure.
4. Use lots of photos and color.
5. Get someone young and tech savvy to develop your social media site.
6. Evaluate what works and what doesn't.
7. Don't post long text or video.
8. Use a name that makes searching sense (Lake Okeechobee vs. JaxStrong)
9. Think like a user...what do you like in a site?
10. Have fun and think outside of the box.  
The goal is to go viral!



# Why You Need to Check Yelp!

- Is your information (hours, address, phone #) correct?
- Are users posting positive/negative information you should be aware of?
- You can provide helpful/accurate information (by the same token, do not create an account and provide glowing reviews. Savvy users are aware of this)

The screenshot displays the Yelp profile for the Bay Model Visitor Center. At the top, there is a search bar with the text "Search for (e.g. taco, cheap dinner, Max's)" and a "Near" field for location. Below the search bar is a navigation menu with options: Welcome, About Me, Write a Review, Find Reviews, Find Friends, Messaging, and Talk. A banner for ING DIRECT and FDIC is visible, along with the slogan "SAVING GETS RAVE REVIEWS." and a "Start 5" button.

The main profile section for "Bay Model Visitor Center" includes:

- Category: Museums [Edit]
- Address: 2100 Bridgeway Blvd, Sausalito, CA 94965
- Phone: (415) 332-3870
- Hours: Tue-Sat 9 am - 4 pm
- Good for Kids: Yes
- Buttons: Edit Business Info, Work Here? Unlock This Business Page, First to Review, E.Mo...
- Utility buttons: Send to Friend, Bookmark, Send to Phone, Write a Review

Below the profile, there are advertisements for "Charter® - Official Site" and "Overtime Attorneys". A section titled "29 reviews for Bay Model Visitor Center" features a "Search Reviews" button and "Review Highlights" with three snippets:

- "...in the 50's the Army Corps of Engineers built a giant model..." (7 reviews)
- "It is as large as 2 football fields." (6 reviews)
- "...an area from the Pacific Ocean to Sacramento and Stockton..." (2 reviews)

A "Rating Distribution | Trend" bar chart shows the following distribution:

Rating	Count
5 stars	15
4 stars	10
3 stars	2
2 stars	0
1 star	0

Sort by: Yelp Sort | Date | Rating | Elites' | Facebook Friends' | 29 reviews in English

The first review is by Elinor A. from San Francisco, CA, dated 8/9/2012, with a 5-star rating and 15 likes. The review text reads: "Being new to the Bay Area, this was a handy way for me to learn about the local climate and ecology. The Center's educational movie not me up to speed on the last 30 000 years in

