

U.S. Army Social Media Strategy: February 4-10, 2012

	Saturday, 4 February	Sunday, 5 February	Monday, 6 February	Tuesday, 7 February	Wednesday, 8 February	Thursday, 9 February	Friday, 10 February
Theme:	Soldiers	Super Bowl 2012	Military Working Dogs	Military Occupational Specialty Feature <i>35P Cryptologic Linguist</i>	Equipment	Army Investment Strategy	Fill in the Blank Friday
Top-Line Army Message:	The strength of our Army is our Soldiers. The strength of our Soldiers is our families. This is what makes us Army Strong.	The strength of our Army is our Soldiers. The strength of our Soldiers is our families. This is what makes us Army Strong.	The strength of our Army is our Soldiers. The strength of our Soldiers is our families. This is what makes us Army Strong.	The strength of our Army is our Soldiers. The strength of our Soldiers is our families. This is what makes us Army Strong.	The strength of our Army is our Soldiers. The strength of our Soldiers is our families. This is what makes us Army Strong.	The strength of our Army is our Soldiers. The strength of our Soldiers is our families. This is what makes us Army Strong.	The strength of our Army is our Soldiers. The strength of our Soldiers is our families. This is what makes us Army Strong.
Flickr:	Upload photos of U.S. Army missions from sources such as DVIDS and Defense Imagery	Upload photos of U.S. Army missions from sources such as DVIDS and Defense Imagery	Upload photos of U.S. Army missions from sources such as DVIDS and Defense Imagery	Upload photos of U.S. Army missions from sources such as DVIDS and Defense Imagery	Upload photos of U.S. Army missions from sources such as DVIDS and Defense Imagery	Upload photos of U.S. Army missions from sources such as DVIDS and Defense Imagery	Upload photos of U.S. Army missions from sources such as DVIDS and Defense Imagery
Engagement Question:	N/A	N/A	N/A	What's the first thing that comes to mind when you see "big guns"?	What U.S. Army equipment do you think should be upgraded and why?	What are some of your Army barracks memories?	Why should we be proud of U.S. Army Soldiers?
Facebook:	<p>8AM: Sgt. Corey Christensen, a UH-60 Blackhawk helicopter crew chief from 1st Air Cavalry Brigade, 1st Cavalry Division, works on replacing a part atop the aircraft during some unscheduled maintenance. LINK TO http://ht.ly/8Rcyj</p> <p>11AM: It's tax time and Military OneSource is once again offering a free, electronic tax filing service. If you are eligible under the Military OneSource program, you can complete, save, and file your 2011 federal and up to three state returns online free. LINK TO http://ht.ly/8RfCv</p> <p>2PM: <i>Share content from an Army organization's Facebook page</i></p> <p>4PM: From running sprints to holding hands, the revolutionary advances in prosthetics continue to provide Wounded Warriors the ability to continue their normal routines and even return to active duty. LINK TO http://www.army.mil/article/73068/</p>	<p>8AM: Staff Sgt. Aaron Kaehn with the 176th Engineer Company, Washington Army National Guard, does masonry work with his Thai count erpart at the Ban Wang Nam Khiao elementary school. Multi-national forces are working together to improve interoperability at six humanitarian civic action sites throughout Thailand as part of Exercise Cobra Gold. LINK TO http://ht.ly/8RfQh</p> <p>11AM: Are you ready for some football?!?! LINK TO http://www.army.mil/article/73116/</p> <p>2PM: <i>Publish photo album featuring photos of Soldier athletes</i></p> <p>5PM: Unlike many NFL runner backs, the U.S. Army 2nd Cavalry Regiment "Never Drop the Ball." LINK TO http://ht.ly/8RoLF</p>	<p>7AM: <i>Link to external news article</i></p> <p>10AM: Who let this dog out? Kondi, an 8-year-old German shepherd trained in patrol narcotics detection, spent six years working with Fort Lee military police and other dogs trained to assist Army operations. LINK TO http://www.army.mil/article/72978/</p> <p>1PM: <i>Share photo:</i> https://www.facebook.com/photo.php?fbid=363216060373465&set=a.197848983576841.54607.177155938979479&type=1&ref=nf</p> <p>4PM: If you're looking for a career working with animals every day, the Army probably isn't your first choice. According to Capt. Katrina Waclawik, being a veterinarian is the best job in the Army. LINK TO http://youtu.be/z2h5gaXl78k</p> <p>7PM: <i>Share content from an Army organization's Facebook page</i></p> <p>10PM: <i>Link to Flickr photo</i></p>	<p>7AM: <i>Link to external news article</i></p> <p>10AM: What unique capabilities do you think Cryptologic Linguists bring to the fight? LINK TO http://ht.ly/8RIEb</p> <p>1PM: <i>Upload wall photo</i></p> <p>4PM: What's the first thing that comes to mind when you see "big guns"? LINK TO http://www.army.mil/article/73047/</p> <p>7PM: <i>Share content from an Army organization's Facebook page</i></p> <p>10PM: <i>Link to Flickr photo</i></p> <p>MONITOR SITES FOR CONTENT: The XVIII Airborne Corps will host a final jump and farewell ceremony 7 FEB for CSM Earl Rice, XVIII Airborne Corps Command Sergeant Major.</p>	<p>7AM: <i>Link to external news article</i></p> <p>10AM: What U.S. Army equipment do you think should be upgraded and why? LINK TO http://www.army.mil/article/73120/</p> <p>1PM: <i>Upload wall photo</i></p> <p>4PM: RESHARE https://www.facebook.com/permalink.php?story_fbid=375296099152549&id=185124454857165</p> <p>7PM: <i>Share content from an Army organization's Facebook page</i></p> <p>10PM: <i>Link to Flickr photo</i></p> <p>MONITOR SITES FOR CONTENT: Army Leader Forum streaming U.S. Army participation in the Chicago Auto Show http://www.chicagoautoshow.com/default.aspx</p>	<p>7AM: <i>Link to external news article</i></p> <p>10AM: What are some of your Army barracks memories? LINK TO http://www.army.mil/article/73024/</p> <p>1PM: <i>Upload wall photo</i></p> <p>4PM: Maybe it looks like a camouflage money belt on steroids, but it could save Soldiers' lives. Thank you (@ http://www.facebook.com/pages/Soldier-Systems-Center-Natick/401671570245?ref=nf)! LINK TO http://www.army.mil/article/73004/</p> <p>7PM: <i>Share content from an Army organization's Facebook page</i></p> <p>10PM: <i>Link to Flickr photo</i></p> <p>MONITOR SITES FOR CONTENT: U.S. Army participation in the Chicago Auto Show http://www.chicagoautoshow.com/default.aspx</p>	<p>7AM: <i>Link to external news article</i></p> <p>10AM: <i>Fill in the Blank: I'm proud of U.S. Army Soldiers because_____.</i></p> <p>1PM: <i>Upload wall photo</i></p> <p>4PM: VALOR: boldness or determination in facing great danger, esp. in battle; heroic courage; bravery. LINK TO http://www.army.mil/article/73032/ COMMENT TO USERS Visit our Valor webpage to read stories of Soldiers who have displayed heroic courage in the face of a lethal enemy: http://ht.ly/8RsDH</p> <p>7PM: <i>Share content from an Army organization's Facebook page</i></p> <p>10PM: <i>Link to Flickr photo</i></p>

<p>Twitter:</p> <p><i>Tweet links to stories from the Army.mil lineup. As appropriate, incorporate #USArmy, #military, #War, #Afghanistan, #Soldier, #milhealth, #SOT, #WoundedWarrior and #HonorTheFallen hashtags.</i></p>	<p>Photo: This #Soldier endures the harsh blast of an #Afghan winter storm http://ht.ly/8Rqy3</p> <p>.@the_USO continues to serve #Troops as it works to educate others about the invisible wounds of #war http://ht.ly/8RrLj</p> <p>#Military News: @DeptofDefense begins prorating imminent danger pay http://ht.ly/8Rr00</p> <p>"The road to the Olympics as a #Soldier is not an easy one." http://ht.ly/8QY2R @london2012 @ArmyWCAP #USArmy</p> <p>A new site keeps kids connected with #deployed parents http://ht.ly/8RuTo #milfam</p> <p>As patterns of drug misuse change, @DeptofDefense's drug testing program adds more testing procedures http://ht.ly/8Rr5x</p>	<p>Fort Stewart is saving money and reducing energy - one wood chip at a time. http://ht.ly/8RuZ9 #energy</p> <p>The @ProFootballHOF U.S Army Award for Excellence nomination period starts TODAY! http://ht.ly/8NhvW</p> <p>It's @SuperBowl2012 time! Check out Chairman of @thejointstaff, GEN @Martin_Dempsey's message to you! http://ht.ly/8R3tH</p> <p>Way to go! An #ArmyAviation crew recently won a Air/Sea Rescue award for a mission in #Afghanistan http://ht.ly/8RvwY</p> <p>Unlike many @NFL runner backs, the #USArmy @2dCavalryRegt "Never Drop the Ball" http://ht.ly/8RoLF @SuperBowl2012</p> <p>Don't become a statistic during @SuperBowl2012 http://ht.ly/8RvUj</p>	<p>#USArmy sends #MilitaryMon shout outs to @ArmyWarCollege @ArmyMidwest @USACGSC @tripleramc @armyrockband @theusarmyband @214thArmyBand #MM</p> <p>Who let this dog out? #Military working dog Kondi retires with #Soldiers http://ht.ly/8RhwR</p> <p>Join @DeptofDefense and @PentagonPresSec for a Twitter Town Hall starting at 3:30PM ET. Tag your questions with #AskDoD.</p> <p>Digital partnership between First Army East Division and @DeptVetAffairs improves health care access for #veterans http://ht.ly/8Rivv</p> <p>Unmanned Aircraft Systems have revolutionized the way the #USArmy fights http://ht.ly/8Ro57 via @DVIDSHUB</p>	<p>Learn about a #USArmy career as a Cryptologic Linguist http://ht.ly/8RIEb</p> <p>Years ago tourniquet was the absolute last thing that you did and now it's the absolute first thing that you do. http://ht.ly/8Rjvg</p> <p>We're looking into the future. #ArmyAviation checks its vision at Fort Rucker http://ht.ly/8Rk8W</p> <p>ONE TEAM, ONE FIGHT! We're teaming with @USCG on the on the aircraft towing system http://ht.ly/8RpPu</p> <p>#Soldiers residing in Fort Irwin's barracks received a comfortable change to their living quarters http://ht.ly/8RqhV</p> <p>"To contribute to the rebuilding of #Afghanistan, in my small way, is a gift & memory I will always be proud of." http://ht.ly/8Rwks #USACE</p>	<p>#Soldiers help to prepare for fielding of upgraded howitzer http://ht.ly/8RiS7</p> <p>Check out #USArmy photos of Sling Load Training http://ht.ly/8Rjlx</p> <p>Maybe it looks like a camouflage money belt on steroids, but it could save #Soldiers' lives. http://ht.ly/8Rkhi @NatickSSC</p> <p>Fort Sill #Soldiers repair and restore Cold War artillery http://ht.ly/8Rq14</p> <p>These "Dog Face" #Soldiers are embracing CrossFit http://ht.ly/8Rrmb @DogFaceSoldier @3rd_Infantry</p> <p>#USArmy technology is donated to a New Mexico school http://ht.ly/8RwcT</p>	<p>Look how far we've come: New #Soldier barracks offers latest in comfort and privacy http://ht.ly/8Rk35</p> <p>"I'm an #USArmy Brat. I was born into the Army." http://ht.ly/8RkAS</p> <p>We're bringing Detroit #military muscle to the Chicago Auto Show http://ht.ly/8Rptu @ChiAutoShow</p> <p>#USArmy medics practice saving lives under fire http://ht.ly/8Rvj1</p> <p>Ghost Riders reunite: #Soldiers receive a warm welcome home after a year in #Afghanistan http://ht.ly/8Rvo4</p> <p>#Soldiers honored during #PurpleHeart ceremony http://ht.ly/8Rwy5</p>	<p>'Pale Riders' recognize #Soldiers for valor and courage while deployed to #Afghanistan http://ht.ly/8Rv3d</p> <p>Network modernization business practices allow the #USArmy to trim costs http://ht.ly/8RvjH</p> <p><i>Finish the Tweet: I'm proud of #USArmy Soldiers because_____.</i></p> <p>#FollowFriday: @RRAD_TX @NCOJournal @MadiganHealth & @jazzambassadors. What #USArmy organization would you recommend for #FF?</p> <p>Program helps #WoundedWarriors with employment readiness http://ht.ly/8Rwta</p> <p>.@NFL players visit #WoundedWarriors in Hawaii http://ht.ly/8RwKt</p>
<p>Google+</p>	<p>N/A</p>	<p>N/A</p>	<p>http://www.army.mil/article/72978/</p>	<p>http://www.army.mil/article/73047/</p>	<p>http://www.army.mil/article/73120/</p>	<p>http://www.army.mil/article/73004/</p>	
<p>Blogosphere</p>	<p>N/A</p>	<p>N/A</p>	<p><i>Army Live Blog Post Topic:</i> Military Working Dogs</p>	<p><i>Army Live Blog Post Topic:</i> U.S. Army Trivia - Army Acronyms</p>	<p><i>Army Live Blog Post Topic:</i> Tax Season</p>	<p><i>Army Live Blog Post Topic:</i> Coverage of the Chicago Auto Show</p>	<p><i>Army Live Blog Post Topic:</i> Army Photo of the Week</p>
<p>Army.mil Spotlight</p>	<ul style="list-style-type: none"> •African-Americans in The Army •Stories of Valor •Warrior Care News •Year in Photos (2011) 	<ul style="list-style-type: none"> •African-Americans in The Army •Stories of Valor •Warrior Care News •Year in Photos (2011) 	<ul style="list-style-type: none"> •African-Americans in The Army •Stories of Valor •Warrior Care News •Year in Photos (2011) 	<ul style="list-style-type: none"> •African-Americans in The Army •Stories of Valor •Warrior Care News •Year in Photos (2011) 	<ul style="list-style-type: none"> •African-Americans in The Army •Stories of Valor •Warrior Care News •Year in Photos (2011) 	<ul style="list-style-type: none"> •African-Americans in The Army •Stories of Valor •Warrior Care News •Year in Photos (2011) 	<ul style="list-style-type: none"> •African-Americans in The Army •Stories of Valor •Warrior Care News •Year in Photos (2011)
<p>STAND-TO!</p>	<p><i>STAND-TO will NOT be published</i></p>	<p><i>STAND-TO will NOT be published</i></p>	<p>Unified Quest</p>	<p>Atlas Accord</p>	<p>Joint Dawn MRX 2012</p>	<p>COIN Revision</p>	<p>Chemical Stockpile Elimination</p>
<p>Goal</p>	<p>To educate & engage with U.S. Army audiences</p>	<p>To educate & engage with U.S. Army audiences</p>	<p>To educate & engage with U.S. Army audiences</p>	<p>To educate & engage with U.S. Army audiences</p>	<p>To educate & engage with U.S. Army audiences</p>	<p>To educate & engage with U.S. Army audiences</p>	<p>To educate & engage with U.S. Army audiences</p>
<p>Measures of Performance</p>	<ul style="list-style-type: none"> •<i>Army Live:</i> Site Visits, Page Views and Number of Blog Posts •<i>Army.mil:</i> Page views, Facebook Likes, Referral Traffic •<i>Facebook:</i> Feedback Percentage, Impressions, Likes, Comments, Shares, etc. •<i>Flickr:</i> Photo views, Comments, Number of photos marked as a favorite •<i>Twitter:</i> Number of Followers, Retweets, Tweetreach, etc. •<i>STAND-TO!:</i> Total Number of Subscribers & Click Through-Rate 	<ul style="list-style-type: none"> •<i>Army Live:</i> Site Visits, Page Views and Number of Blog Posts •<i>Army.mil:</i> Page views, Facebook Likes, Referral Traffic •<i>Facebook:</i> Feedback Percentage, Impressions, Likes, Comments, Shares, etc. •<i>Flickr:</i> Photo views, Comments, Number of photos marked as a favorite •<i>Twitter:</i> Number of Followers, Retweets, Tweetreach, etc. •<i>STAND-TO!:</i> Total Number of Subscribers & Click Through-Rate 	<ul style="list-style-type: none"> •<i>Army Live:</i> Site Visits, Page Views and Number of Blog Posts •<i>Army.mil:</i> Page views, Facebook Likes, Referral Traffic •<i>Facebook:</i> Feedback Percentage, Impressions, Likes, Comments, Shares, etc. •<i>Flickr:</i> Photo views, Comments, Number of photos marked as a favorite •<i>Twitter:</i> Number of Followers, Retweets, Tweetreach, etc. •<i>STAND-TO!:</i> Total Number of Subscribers & Click Through-Rate 	<ul style="list-style-type: none"> •<i>Army Live:</i> Site Visits, Page Views and Number of Blog Posts •<i>Army.mil:</i> Page views, Facebook Likes, Referral Traffic •<i>Facebook:</i> Feedback Percentage, Impressions, Likes, Comments, Shares, etc. •<i>Flickr:</i> Photo views, Comments, Number of photos marked as a favorite •<i>Twitter:</i> Number of Followers, Retweets, Tweetreach, etc. •<i>STAND-TO!:</i> Total Number of Subscribers & Click Through-Rate 	<ul style="list-style-type: none"> •<i>Army Live:</i> Site Visits, Page Views and Number of Blog Posts •<i>Army.mil:</i> Page views, Facebook Likes, Referral Traffic •<i>Facebook:</i> Feedback Percentage, Impressions, Likes, Comments, Shares, etc. •<i>Flickr:</i> Photo views, Comments, Number of photos marked as a favorite •<i>Twitter:</i> Number of Followers, Retweets, Tweetreach, etc. •<i>STAND-TO!:</i> Total Number of Subscribers & Click Through-Rate 	<ul style="list-style-type: none"> •<i>Army Live:</i> Site Visits, Page Views and Number of Blog Posts •<i>Army.mil:</i> Page views, Facebook Likes, Referral Traffic •<i>Facebook:</i> Feedback Percentage, Impressions, Likes, Comments, Shares, etc. •<i>Flickr:</i> Photo views, Comments, Number of photos marked as a favorite •<i>Twitter:</i> Number of Followers, Retweets, Tweetreach, etc. •<i>STAND-TO!:</i> Total Number of Subscribers & Click Through-Rate 	<ul style="list-style-type: none"> •<i>Army Live:</i> Site Visits, Page Views and Number of Blog Posts •<i>Army.mil:</i> Page views, Facebook Likes, Referral Traffic •<i>Facebook:</i> Feedback Percentage, Impressions, Likes, Comments, Shares, etc. •<i>Flickr:</i> Photo views, Comments, Number of photos marked as a favorite •<i>Twitter:</i> Number of Followers, Retweets, Tweetreach, etc. •<i>STAND-TO!:</i> Total Number of Subscribers & Click Through-Rate