



TOP PHOTO: 1st CEB, coalition forces complete Outlaw Wrath, destroy more than 50 IEDs

Submitting unit: [1st Marine Division](#)

Photo by: Cpl. John McCall

Date: Dec. 30, 2010

What makes this photo the top pick of the month?

The explosion in the photo most likely captured the 521 people who viewed it. Fire makes news, and it was no different with the fire that resulted from this photographed explosion. It adds a dramatic element to the photo that makes viewers want to find out the cause. The overall subject of the photo—the destruction of improvised explosive devices—also increased interest in the image. It has a five-star rating by DVIDS registered users. Because of the photo's newsworthiness, it was distributed to multiple local, national and international media outlets. The photo's popularity resulted in multiple media placements including the [Orange-County Register](#) and [Long War Journal](#). It was included in the [DVIDS Facebook](#) contest for Top Photos of 2010 and placed second for photos from the fourth quarter of the year. The photo may have generated more interest had a few service members been included, as the service members would have added a human element outside the military vehicles.

Other notable photos

(Click on an image to view)



Cpl. John McCall

SANGIN, Afghanistan — A mine clearing line charge detonates on Route 611 during Operation Outlaw Wrath in Sangin District, Dec. 4, 2010. Marines with 1st Combat Engineer Battalion, 1st Marine Division (Forward), conducted the clearing operation to ensure safe travel for locals and coalition forces.

DVIDS Dissects Social Media Sites

Military units are asking for help navigating the social media landscape in addition to traditional media. This prompted the DVIDS social media team to jot down tips based on our experience with the DVIDS outreach on Twitter, Facebook, Flickr, LinkedIn and YouTube.

When deciding what to post on each site, remember the keyword that connects all the different sites—social. The sites are communities looking for dialogue, information and a personal/social connection. Your posts must add to the conversation to be successful.

There are a lot of sources claiming to have the secrets to success with social media. However, monitoring activity on your pages is the main secret to determining what interests your followers and fans. This in turn will help you develop a social media plan tailored to your target audience.

Try out the tips DVIDS and other sources suggest, and then monitor the results. If they don't work, adapt the suggestions or try something new. This includes the subject, the phrasing, the timing and frequency of posts.

Monitoring includes responding when someone asks a question, needs clarification or additional information regarding a post. The response is the social part.

You can also ask your fans and followers what they want to know. Give your followers the power to determine your posts. This will not only generate activity

on your page, but it will show you care about your followers and again create a social interaction.

Are social media sites created equally? No. It is imperative to first determine your target audience, and then determine which social media sites provide the

best connection to that audience. Your media plans for each social media site may overlap but will not always nor should they mirror each other. Users on Facebook and Twitter, for example, are not always looking for the same content. The delivery and subject are the most important.

DVIDS does not connect our Twitter feed to our Facebook feed. We tried, and it failed. Why? On Twitter, where posts are limited to 140 characters, brevity is key. Twitter feeds also move much faster, which allows you to post more frequently on Twitter without risk of overwhelming someone's news feed.

In contrast you can better grab the attention of your fans by expanding your Facebook posts with an image gallery, video or rephrasing the post's wording. The wording of a post should be carefully tailored to each site and include appropriate teasers. On Facebook, images and videos act as teasers, where on Twitter, you can compose a post where it cuts off. This will encourage the person to click on the accompanying link to read more.

Although you should post something on Facebook at least 1-2

Social on 8

Tips to try on Facebook:

- Try to post something every day.
- Spread out posts
- Pose questions to fans
- Incorporate quizzes
- Post messages to fans
- Include links in posts
- Craft posts carefully, include teasers
- Create a unique URL for your page
- Monitor and respond

Shoot for Placements

By Jonathan Kiel

The DVIDS Print Team noticed several excellent photos that were not big hits with the media. Although the images were posted on the DVIDS front page to attract viewership, the media did not pick them up. Some photos seemed as though they would be a huge success in various civilian publications—due to excellent depth of field, capturing a moment, correct subject placement and basically adhering to the rules of photography. However, the media went instead with the other “blander” shots.

So why do front-page images not always equal the photos most widely used by the media?

DVIDS Print Editors are simply looking for photos that “catch the eye” to put on the front page, and we get plenty of great images. Conversely, the DVIDS media specialists are looking for images that tell a story. The media specialists, like

the media, look for photos accompanied by captions that make a reader care about the image’s content. Occasionally we see the perfect combination - amazing photography accompanied by captions with all the right information. These photos have a great shot at success with the media. Below are some simple tips that photojournalists know, but sometimes don’t combine correctly.

Show us faces.

We need to see more faces, not to be confused with headshots or grip and grins, which do not tend to catch the media’s attention. Faces are easier to pitch to hometown media because mom, dad and the local city want to be able to clearly identify their local hero. Combine that tip with working the functions on the camera to provide a little depth of field and now you’ve captured a moment. For this tip, picture a journalist photographing a small group of service members waiting to load onto an MRAP and head out for the day. Picture an S3 speaking to the battalion intelligence NCOIC. These shots aren’t action shots, but by adding faces and working the camera settings, you can make a viewer wonder about what they are discussing. This same scene, which we often see, may not catch the media eyes if the set up is flat and no one is clearly identifiable. No task in a war zone is menial, but depending on the photograph, the task can look it.

Get closer.

To make group shots more marketable, get closer to the subjects. When shooting a group photo, it is highly recommended that no more than six persons be included. This will increase the chance the media has at identifying local service members. If the media can’t tell who is in the photo, impact is limited. The only exception is if the photo is breaking news or has a national focus. Get close enough to the group to make out facial details, nametapes on uniforms etc.

Focus on captions.

So why do “uninteresting” shots sometimes find better success? It partly hinges on the information included in the captions. DVIDS has found that better captions lead to more media interest. The captions limit or broaden the media specialists outreach. If the caption doesn’t include a name and hometown and is not of national interest, the photo may not move much past the DVIDS website. In contrast if a name, hometown and extra snippet are included in the caption, the media specialist can contact the local media and appropriate niche outlets.

Make captions unique.

DVIDS Print Editors, who look at every single photo posted to the site, recommend that each photo be treated as a stand-alone product. Of a group of 10 images, the media may only want one. Did you provide detailed information in the caption for that image? If you didn’t, the media can’t use it to its full potential.

You also limit where the media specialists can send the photos. The photos may include different service members with different hometowns.

Expand captions.

In addition to the basic necessary caption information, you may make your photo of interest to a niche media outlet that otherwise would have overlooked it. For example, is the soldier a National Guard or Reservist? Is he a police officer, teacher or fireman back home? This additional information opens up new markets.

Other information will help the media specialists frame the photo’s story for the media. So ask yourself how are the service member’s actions impacting the operations and is there anything interesting about the service member’s background (build

What to include in captions:

- Name and rank
- Unit
- Hometown
- Home station
- Location
- Date
- Description of what is happening in the photo
- Brief snippet on identified service member
- Include name of equipment
- Zip code for large markets like New York and Atlanta

human interest pieces).

Captions should not just describe what is happening in the photo, it is about telling the media why they should care.

Of course providing too much information makes for a lengthy caption, so the journalist should identify what information will make the biggest impact.

Timeliness is paramount.

Twelve hours is optimal especially for events tied to a specific day like Christmas or Veterans Day. Media’s interest wanes the further away from the date shot. Turn your photos quickly, and treat your material as if it were being processed through a national media news desk. The DVIDS Print team will treat your photos the same by posting them within an hour so the media specialists can get to work.

The tips provided are simple, but must be applied to give those images a fighting chance.



Aerial Refill

U.S. Air Force KC-10 Extender aircraft assigned to the 908th Expeditionary Air Refueling Squadron, refuels a U.S. Navy F/A-18 Hornet in support of Operation Enduring Freedom while deployed at an undisclosed location in South-west Asia, Nov. 25.

NOTICE!
PEO SAFE FTP

The U.S. Army-run SAFE FTP method of upload is no longer available. Please use...

DVIDS DIRECT

... to upload your content!

Staff Sgt. Andy Kin

TOP VIDEO: Kilo Company, 3/5 takes fight to Taliban



Marines of Kilo Company, 3rd Battalion, 5th Marines have been meeting the Taliban daily in fire fights. Their mission spans the spectrum of counter-insurgency operations. In this video package story, Marines are seen patrolling, scouting and engaging in fire fights with insurgents. Includes one soundtrack from 1st Lt. Thomas Schueman.

Submitting Unit:
[Regimental Combat Team-2](#)
Date Shot:
 Jan. 2, 2011
Location:
 Afghanistan



What makes this video the top pick of the month? The video about “Kilo Company, 3/5 tak[ing] fight to Taliban” is a unique top video because it is a video package. Traditionally, video packages do not generate the same level of interest as video b-roll, because media prefer to package content themselves. This package, however, outpaced the b-roll submissions by number of views and social media sharing. What was different about this package? The social media impact may have surpassed that of traditional media. The video was viewed more than 1,960 times and was downloaded in high-resolution 14 times. Registered DVIDS users gave the video a five-star rating. With the highest number of social media shares for a DVIDS product during January, the video was shared more than 400 times on Facebook and Twitter. This social media sharing alone resulted in a viral lift of more than 1,100 percent throughout the world and 875 percent just within the United States. Interest in the video may have hinged on two of the key subject words: Taliban and firefights. Other key words like insurgents, Marines and high-definition may have also increased the attention. The media’s continued transition to high-definition makes available high-definition video more desirable. The narration and interview also combined to provide candid detail about what the Marines were experiencing fighting the Taliban including listing the number of casualties. The video also adhered to the timeliness rule. It was submitted the same day it was packaged, according to the slate.

Placements Include

(Click on thumbnail to view)

Leatherneck



Marine Corps News Room



Other Top Videos

(Click on thumbnail to view)



Media Success Stories for December/January

Event: NORAD Tracks Santa 2010

Public Affairs Objective: To spotlight the military through video, audio packages and interviews about Santa’s trip around the globe

Technique & Why It Was A Success: [U.S. Northern Command](#) worked DVIDS into their plans for their annual Santa Tracker campaign very early including weekly conference calls. This gave both parties ample time to plan and build on successes from the previous year, which laid a framework for NORAD Tracks Santa 2010.

The decision to deploy a satellite truck to NORAD moved the satellite responsibilities from NORAD to DVIDS, freeing up critical resources on the ground the day of the event.

More than a week in advance of Christmas, NORAD submitted Santa Tracker videos for cities across the world from [Toronto](#) and [Tokyo](#) to [New York](#) and [Chicago](#). The advance submissions gave DVIDS time to prepare the videos for distribution to the appropriate markets.

The [Santa Tracker trailer](#) has more than 783 views and nine media placements and was submitted more than 15 days before Christmas to allow enough time to gear up interest for the primary Santa Tracker push on Christmas Eve. More than 28 local, national and international interviews were conducted including interviews on [CNN](#), [FOX & Friends](#), [CTV Canada](#), [SKY TV](#) and [Reuters](#). Overall, there were nearly 3,200 placements including

video and mentions of NORAD for Santa Tracker.

NORAD has already mentioned they would like to utilize DVIDS again for 2011, and build on the success of NORAD Tracks Santa 2010.

Event: Vice President Joe Biden’s Visit to Iraq

Public Affairs Objective: To highlight Vice President Biden’s visit and speech to the troops in Iraq and also emphasize the work the troops are still doing in Iraq

Technique & Why It Was A Success: Both [United States Forces-Iraq](#) and the [United States Embassy Baghdad](#) supported media coverage of Vice President Biden’s visit to Baghdad.

USEB coordinated transmission of the CBS pool feed at several intervals during Biden’s visit.

As USEB was transmitting the main pool feed, USFI provided a live uplink of Biden’s speech, which DVIDS was able to webcast and play out via satellite.

The video of Biden addressing troops in Baghdad was then posted on DVIDS and now has more than 320 views and multiple media placements including [MS-NBC](#), [FOX News](#) and [WAGA-TV](#) in Atlanta.

Although the units were not able to provide as much notice as other events, DVIDS was still able to turn around the feeds quickly. The notice the units did provide gave DVIDS time to rework the satellite schedule to ensure there was a smooth transition from one feed to the next with no interruptions.

Soldier documents service members interacting with Afghan locals



Staff Sgt. Brian Ferguson

The January Journalist of the Month, [Staff Sgt. Brian Ferguson](#), uses his camera lens to capture the local Afghans his fellow troops encounter as members of the [Provincial Reconstruction Team Zabul](#).

Some of his best images show the U.S. military navigating through the daily activities of Afghan civilians with photos like “[PRT Zabul Visits Shah Joy Bazaar](#)” or “[PRT Zabul visits Shinkai](#).”

Even though the photo is posed, the colors and details come together to make a compelling and informative illustration of

the Afghan national police officers in “[Mobile diplomacy comes to Mizan](#).” The photo comes close to making you feel as if you are sitting across from the officers as they cook lunch, and it definitely helps you understand the conditions under which the Afghan police work and live.

He uses nature’s colors to make the soldiers pop in “[Return Halted by Tire Fire](#).” One photo in the gallery was front-paged on the DVIDS website, and another has more than 300 hits on Flickr.

Ferguson creates portraits of the service members he photographs by framing them against local elements like abandoned buildings and a burned out car.

In the same gallery, he snaps a detailed shot of [stacked bread](#). The small detailed shots like the one of bread provide background information that help to put the other photos in context.

In addition to the composition of his photos, Ferguson makes his photo timely. Many of his photos are posted in less than 36 hours, which is a fast turn around for his working conditions.

Because of the composition and timeliness of his photos, they were distributed to multiple local and national media outlets. Ferguson also ended up with three of the top six downloaded photos for January.

Ferguson’s photographs of local Afghans and U.S. troops come together to illustrate the culture, people, environment and challenges the U.S. troops encounter every day when deployed.

Marine captures day-in-the-life of Afghanistan deployed service members

[Sgt. Shawn Coolman](#), the journalist of the month for December, is both a videographer and photojournalist, and writing news stories is also part of Coolman’s journalist toolkit. His varied skills help him illustrate the day-in-the-life of his deployed comrades in the Regional Command Southwest through three different mediums. He was able increase the reach of his reporting by writing a news story with accompanying photos and a video b-roll or package.

During December, Coolman assisted Regional Command (SW) Combat Camera in posting HD video of their coverage of Marine leadership to FOB Payne and FOB Jackson, Afghanistan. The two videos detailing each visit received more than 2,700 views, and were shared on Facebook almost 500 times.

Coolman’s varied news subjects also make him stand out for journalist of the month. For video, his topics ranged from the [U.S. Forces Band “Touch’n Go”](#) to a video package about the Marines sharing [inspirational mementos](#), which helped show a more personal side of some of our deployed servicemen and women. The band video is a good example of a videographer

shooting in a low-light setting.

His focus on individual service members with video interviews and b-roll help show the individuality and life of deployed troops.

Timeliness is one of the most important keys to good journalism, and Coolman’s subject selections show how he weaves it into both his subject selections and work timeline. For example, Coolman produced a video, took photos and wrote an accompanying news story about postal operations at Camp Leatherneck, Afghanistan, during the holidays. The news pieces were submitted leading up to Christmas. Coolman’s news pieces on Marines celebrating on Christmas Day were submitted on Christmas Day when Christmas is still on everyone’s mind. Interest wanes the day after.

Adhering to current media trends, Coolman submits videos in high definition and has also tried experimenting with new technology for transmitting HD content.

Coolman’s skills with different mediums, selection of subjects, packaging, timeliness and use of new technology helped make him journalist of the month.





U.S. Army Sgt. 1st Class Scott R. Pearson, a medical platoon sergeant from Phil Campbell, Ala., assigned to 1st Squadron, 61st Cavalry Regiment, Task Force Panther, displays a coin he received from Secretary of Defense Robert M. Gates at Forward Operating Base Connolly, Dec. 7. "It's good to know what we're doing here is thought of back home in the States," said Pearson.

Capt. Paul Duncan



Check out
DVIDS Live Feeds



Upcoming Media Requests

-
- Event:** You Served Radio and Blog Interviews
Description: The blog would like to do regular interviews on Tuesdays at 2010 ET.
Deadline: Ongoing
Contact: [Natasha English](#)
-
- Events:** Texas Navy Week and Rodeo Austin
Deadline: Feb. 18
Description: Rodeo Austin is having a Military Appreciation Day, March 23, and would like to set up a live feed or have video greetings from sailors from Austin, Texas.
Contact: [Tiffany McCall](#)
-
- Event:** Military Barbers
Description: Barbers Only Magazine is interested in interviewing military barbers as well as just publish stories that military units submit about barbers. Against the Grain Magazine and Barber Sports Talk is also looking to have something ongoing in the publication and radio show about military barbers. With the show they would be looking to have a "Military Barber" of the month and in turn feature a piece in the magazine as well. The magazine comes out quarterly. The Radio show airs weekly. The Editor-in-Chief for the magazine served in the Navy as a barber.
Deadline: Ongoing
Contact: [Natasha Pierre-Louis](#)
-
- Event:** WVEC-TV Interviews
Description: WVEC-TV in Norfolk, Va., would like to do a weekly interview with local deployed service members.
Deadline: Ongoing
Contact: [Tiffany McCall](#)
-
- Event:** Interviews with Filipino soldiers
Description: The Asian Journal would like to interview Filipino soldiers for the Filipino American community.
Deadline: Ongoing
Contact: [Carlos Cruz](#)

90-Day Editorial Calendar:

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- February:
 Black History Month
- Feb. 6
 Super Bowl XLV Steelers vs. Packers
- Feb. 8
 Boy Scouts' Day
- Feb. 14
 Valentine's Day
- Feb. 21
 President's Day
-
- March:
 Women's History Month
- March 8
 Mardi Gras
- March 13
 Daylight Savings Time begins
- March 17
 Saint Patrick's Day
- March 20
 Operation Iraqi Freedom Began (2003)
- March 31
 MLB Opening Day
-
- April:
 Sexual Assault Awareness Month
- April 10
 Deadline for submission of Easter greetings to DVIDS
- April 13
 Stanley Cup playoffs begin
- April 15
 Tax Day
- April 16
 NBA playoffs begin
- April 19
 Deadline for PIF submission for Easter interviews
- April 22
 Good Friday and Earth Day
- April 23
 103rd Army Reserve Birthday
- April 24
 Easter
- April 25
 Deadline for submission of Mother's Day greetings to DVIDS

Sign up for additional DVIDS reports here!

Trips, Policy Changes and Anniversary Spark Media Trends

The past two months have seen both President Obama and Vice President Joe Biden making visits to Afghanistan. As expected, the trips generated widespread media coverage including Biden's extra stop in Iraq. It was the first time Biden met Iraqi officials "since a new government was formed," and it was "intended to show the new government that, despite the end of the U.S. combat mission in Iraq, he will still play an active role in the country's future leading up to the complete withdraw of American forces," according to a [Politico.com article](#).

A New York Times blog said Obama's visit to Afghanistan was "to smooth over a troubled relationship with President Hamid Karzai and take stock of a nine-year-old American-led war that he hopes to begin winding down next summer." Just as with the drawdown of Iraq, media will be looking for footage, photos or interviews that show troops meeting benchmarks or preparing for withdrawal.

The 20-year anniversary of the liberation of Kuwait kicked off with a live webcast and [video of President George H. W. Bush](#), Vice President Cheney, Dan Quayle, Colin Powell and others coming together for a panel discussion at Texas A&M.

U.S. Third Army will continue coverage in Kuwait over the next few weeks to "illustrate that our partnership is that of equals, who are committed to peace, prosperity and freedom throughout the region," according to [Lt. Gen. William Webster, Third Army commanding general](#).

Third Army is working to set up interviews with veterans of Desert Storm and has already compiled testimonials from veterans. Other military units can jump on the veteran interview trend by submitting [personal information forms](#) to DVIDS for Desert Storm veterans serving in areas outside Third Army. The recent turmoil in Egypt may draw attention to U.S. military in the area and any possible military response including helping to evacuate U.S. civilians.

Turning stateside, the recent snowstorms on the East Coast highlighted an opportunity for [National Guard](#) and Reserve troops to show their response to natural disasters. Some of the other natural disasters that can generate coverage for military units include wildfires, tornadoes, floods and hurricanes. You can tie to the trend even if you are outside of the disaster area by engaging local media about preparations or training your unit is undergoing should the same type of disaster occur in your area.

The recent State of the Union address by President Obama seemed to indicate that the "ban on gays openly serving in uniform will end in a matter of months, not years as some have feared," according to a [Washington Post article](#).

Looking ahead, Valentine's Day always opens up media opportunities for deployed military personnel who are willing to go on camera and wish their sweethearts a Happy Valentine's Day via [taped greetings](#) or interviews. Some go a step further and use the day to "pop the question" via satellite.

Women in the military may pop up as a media trend as a result of the recent recommendation by a military advisory commission that the "Pentagon do away with a policy that bans women from serving in combat units," as highlighted in an [MSNBC article](#). Women's History Month may add to the interest in women in uniform. Media will be looking for coverage of women in non-traditional military roles and also may be receptive to interviews.

Top Posting Units for January

Video (44): [109th Mobile Public Affairs Det.](#)
Images (199): [2nd BCT, 1st Infantry Division](#)
News Stories (35): [2nd BCT, 1st Infantry Division](#)



Video (93): [Air Force News](#)
Images (219): [U.S. Air Forces - Central](#)
News Stories (23): [Air Mobility Command HQ](#)



U.S. AIR FORCE

Video (10): [Defense Media Activity - Navy](#)
Images (119): [USS Ronald Reagan](#)
News Stories (6): [U.S. Naval Forces, 5th Fleet](#)



Video (34): [1st Marine Division](#)
Images (637): [1st Marine Logistics Group](#)
News Stories (36): [III Marine Expeditionary Force](#)



Video (198): [Armed Forces Network Afghanistan](#)
Images (444): [CJTF-101](#)
News Stories (282): [ISAF Joint Command](#)



DVIDS Headlines

- “In The Fight” is now available on Comcast California and Comcast South Florida.
- DVIDS won a joint Emmy for **Kris Drees’s** work on the July 4th coverage of the “This One’s For You” baseball game on Fox Sports Net Arizona.
- **Shaun McClin** joined DVIDS as a media analyst
- **Jared Williams** is now our new contingency media specialist.
- **Amanda Pacheco** is now a media specialist.
- **Lora Sizer** replaced Amanda Pacheco as the DVIDS administrative assistant.

Media Industry Headlines

- Keith Olbermann Leaves MSNBC after nearly eight years (Source: [ABC News](#))
- News Corp. tries to acquire the United Kingdom’s SKY News, causes concern in UK. (Source: [guardian.co.uk](#))
- New York Times eliminates social media editor position. (Source: [Poynter.org](#))
- Eight percent of online adults in U.S. use Twitter, only two percent tweet daily. (Source: Source: [Pew Research Center](#))
- FCC and Department of Justice approves Comcast merger with NBC. (Source: [CNN](#))
- Mobile video consumption increases more than 43 percent since 2009. (Source: [Nielsenwire](#))
- New York Times prepares to introduce subscription packages for access to website and digital content. (Source: [The Wall Street Journal](#))

Military Tweets to Follow



@3rdMAWFWD @GeorgiaGuard
 @MyArmyReserve @JTFGTMO
 @18airbornecorps
 @MidwestMarines
 @IowaRedBulls @ArmyOneSource
 @RCEast @FORSCOM
 @OregonGuard @USACE_HQ

*Tweet to @dvidshub to be featured

General Tweets to Follow

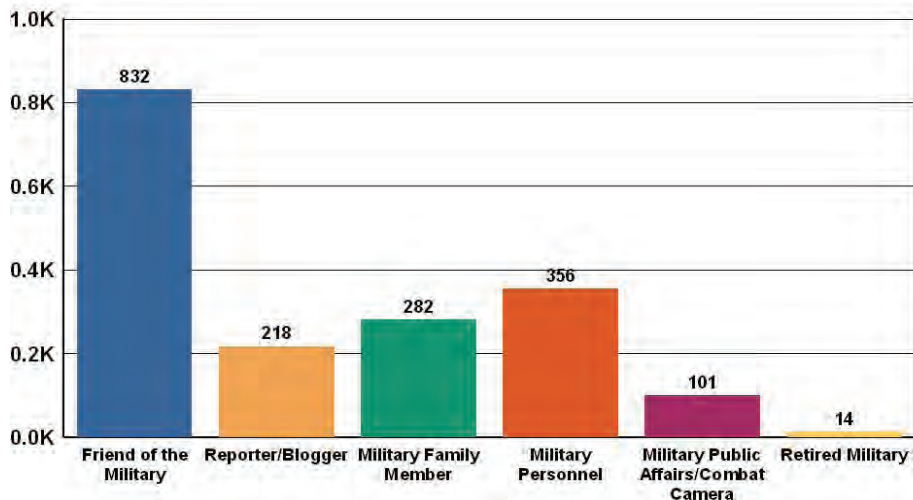


@johnrobertscnn @WTOC11
 @kwtx @AlyatFox
 @megynkelly @wolfblitzercnn
 @SoldiersBlog
 @KIRO7Seattle
 @USEmbassyKabul
 @SocialMedia411

*Tweet recommendations to @dvidshub

A Few DVIDS Stats for January

User profiles created in January



Stats to Consider:

- More than 22,000 military personnel are registered
- More than 17,000 users are registered as media/reporter/blogger

Got a suggestion?

**Send it to the
DVIDS Reporter!**

Editors

Nan Clarke

Jerad W. Alexander

Contents of the Reporter are not official views of, or endorsed by, the U.S. government or Department of Defense. All editorial content of the Reporter is prepared, edited, provided and approved by DVIDS.

DVIDS is a state-of-the-art, 24/7 operation that provides a timely, accurate and reliable connection between the media around the world and the military serving at home and abroad. Through a network of portable Ku-band satellite transmitters located in-theater and a distribution hub in Atlanta, DVIDS makes available real-time broadcast-quality video, still images and print products as well as immediate interview opportunities with service members, commanders and subject matter experts.

FOR ADDITIONAL INFORMATION:

news@dvidshub.net

**24/7 Newsdesk:
1-877-DVIDS247
DSN: 312-367-1792**



Dec. - Jan. Submission Statistics

Videos
3,609

Images
15,074

Print News Stories
3,077

Audio Packages
393

Publications
238

New unit profiles created
23

Newly registered public affairs personnel
225

From Social

times per day, additional posts may begin to overwhelm fans' news feeds. Too many posts can result in fans hiding you from their news feeds. Think about what you do to avoid friends on your personal Facebook page who play Farmville or Mafia Wars. If fans hide you, they will no longer see your posts on a regular basis and will have to purposely go to your page. So you may have a high number of fans when your actual reach is shrinking.

After examining interest in DVIDS Facebook activity, our Facebook fans respond more to feature pieces and image galleries, especially redeployment and day-in-the-life photos. Our Twitter followers have a wider interest of subjects including hard news.

What do Facebook and Twitter have in common? You should use your free resources to promote both pages. To determine where you stand ask yourself have you ...

- Included links to your social media pages in your signature?
- Added links to your social media pages to your primary website?
- Alerted your internal community to generate grassroots interest?
- Asked your network for help with cross promotion?

Links back to your primary website or another resource

Don't forget to pull a report for your unit today!

Soldier credits Army for opportunities



Staff Sgt. Mark Burrell

PECH RIVER VALLEY, Afghanistan — A Jamaican native, U.S. Army Staff Sgt. McCarthy Phillip (center), an infantry squad leader who resides in Decatur, Ga., assigned to Company C, 1st Battalion, 327th Infantry Regiment, Task Force Bulldog, and other soldiers patrol in a small village in the Pech River Valley in eastern Afghanistan's Kunar province, Nov. 20.

should also be included in most posts on both Twitter and Facebook. The links not only bring fans and followers back to your primary site, where they can find more information, but you can also use the links as a way to determine interest in your posts. For example, we use the DVIDS URL Shrink option to post links on Twitter. We can then go back to URL Shrink to see the stats on how many people clicked on the link. All DVIDS registered military public affairs personnel have access to URL Shrink.

While social media sites are mainly teasers for your primary website, you still need a way to encourage your target audience to engage on the varied platforms.

Why should they follow you on Facebook when they check out your main site everyday? Presenting the content in a different way solves this problem as does exclusives. For example, let your fans know that the photos of the homecoming ceremony will only be available on Facebook. Or, you could open up a chat session on Facebook with the commander.

To recap, remember the five social media actions: monitor, test, adapt, post regularly and most importantly be social.

Check out the next edition of the DVIDS Reporter as we explore Flickr, Youtube and LinkedIn. In the meantime, contact DVIDS Social Media Manager, Nan Clarke, with your social media questions.

