



Online and Social Media Division

FOUO - DRAFT

Social Media Best Practices (Tactics, Techniques, Procedures)

The Internet has changed the way we communicate. Increasingly, individuals are looking to the web as their primary source of news and information. As an Army, we have an obligation to tell our story in the spaces and places where our community is already engaging.

The following pages outline basic best practices guidelines to consider when choosing to implement social media strategies as a part of our public affairs mission. This is by no means a comprehensive break-down, and we encourage you to look to the Web for more resources and information about engaging in the social media sphere.

Background:

The Basics:

What is the policy?

There are no policies which directly refer to the use of the major social networking sites such as Facebook, Flickr, You Tube, etc. As regulation currently stands, it is important for Soldiers as well as public affairs professionals to remember the two guiding documents that apply to all public communication: Operations Security and the Uniform Code of Military Justice. As regulation is written, Soldiers must maintain professional conduct and good order and discipline in the virtual world in the same ways they would in the real world. Special care should be taken to ensure that public facing profiles, to include Facebook pages and sites, present an appropriate picture of Army life.

AR 530-1, Operations Security policy, states that Soldiers who blog and identify their affiliation with the Army must let their commander know they're blogging.

What do I need to know before I get started?

Planning/Strategy: Have a plan, and think strategically. Think about each platform before you decide to establish a profile and ensure it meets the needs of your organization. Just because the sites are out there doesn't mean your organization needs to be on all of them.

Manpower: Will you have the resources to manage and maintain the sites? If you can't commit to updating your social media sites at least once per week, or providing enough new content to keep users coming back, that platform is probably not a good idea of your organization.

Messaging: Social media is all about taking your identity or messaging and turning over control to your community. A Facebook wall and a Flickr comments stream are places for both positive comments, as well as negative ones. If you're not willing to lose control of the message, and give some of the power to your community, social media is not for you.

Once you get started:

Engage your community through posts and content that solicits feedback. A blog without a comments section isn't a blog: it's a message board. A You Tube channel without any views isn't an effective outreach platform. Once you begin engaging, evaluate what works and what doesn't, and don't hesitate to adjust fire and change course.



Basic social computing guidelines for Soldiers, Army Civilians and Army staff to consider:

Social networks and blogs are an increasingly popular means of communicating. They open incredible doors for Soldiers, Army civilians and contractors to communicate both at work and during combat deployments. They also open up increased risk that sensitive information will be released that puts our Soldiers in danger. In recognition of this fact it is important that organizations across the Army implement responsible social computing guidelines. Below is a basic outline of key considerations in social computing.

1. Whether or not to participate in social computing is an individual's personal decision. Soldiers maintain their First Amendment Rights and do have the right to express themselves in a public forum. If, however, a Soldier is participating in a social networking site where he or she is or may be identified or associated with the United States Army they must be very cognizant of how they appear to represent their organization and the United States of America. UCMJ and other guidelines and regulations apply in the virtual space just as they do in any other.
2. Before engaging in any social computing space Soldiers must be aware of all pertinent regulations including UCMJ, AR 25-1 and AR 530-1.
3. Any individual making statements on a public forum should identify him or herself and their affiliation with the U.S. Army if they are commenting on U.S. Army matters or issues. Be transparent. If an individual is not a public affairs officer speaking on behalf of the U.S. Army he or she should make it clear that the statements are their own and do not represent an official U.S. Army stance (Example: This statement is my own and does not constitute an endorsement or opinion of the U.S. Army or Department of Defense).
4. Stay in your lane. It applies in public forums as much as it applies to conversations with the media. If you're not the best person to comment on a topic, you shouldn't do so in an official capacity.
5. Operations Security is paramount. Any information that may compromise OPSEC should not be discussed. If a person is in doubt as to whether information may violate OPSEC, they should consult with their immediate supervisor or Operations Officer for a review.
6. Play nice. If you wouldn't want your mother seeing it, you probably shouldn't post it.
7. Be cognizant of how you represent yourself in personal social networking sites such as Facebook, MySpace, and Friendster. If you are posting information to those sites that would reflect poorly on the U.S. Army, reconsider. Even information posted to personal profiles lives in the public domain. You never know who might see it. If you refer to the U.S. Army in your personal social network profile, you are identifying yourself as a part of a large network that includes both your colleagues and your chain of command. The information you post there should be consistent with your role as a Soldier and representative of the U.S. Army.



Blogging Best Practices (Tactics, Techniques and Procedures)

What is a Blog?

- A blog is a conversational web site, typically offering news or opinion on a certain topic.
- It often invites interaction through comments.
- It can be more editorial than informative, and appeals to a targeted population.

Who blogs?

- Companies, corporations and individuals all blog for various reasons.

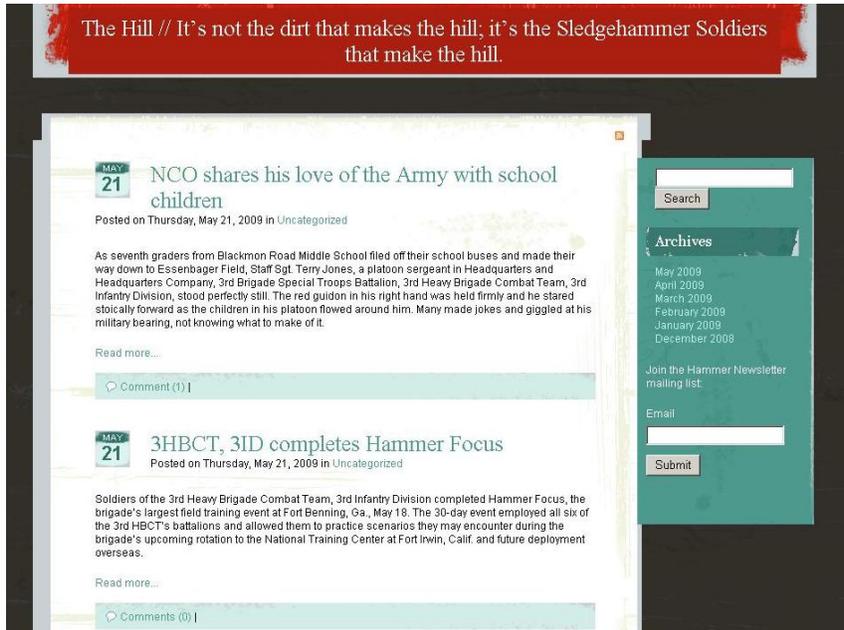
Here is the official blog of the Office of the Chief of Public Affairs, <http://armylive.dodlive.mil>. As the Army's official blog, it provides a top-level approach on Army issues, and provides news and updates on activities and events taking place within the U.S. Army and OCPA:



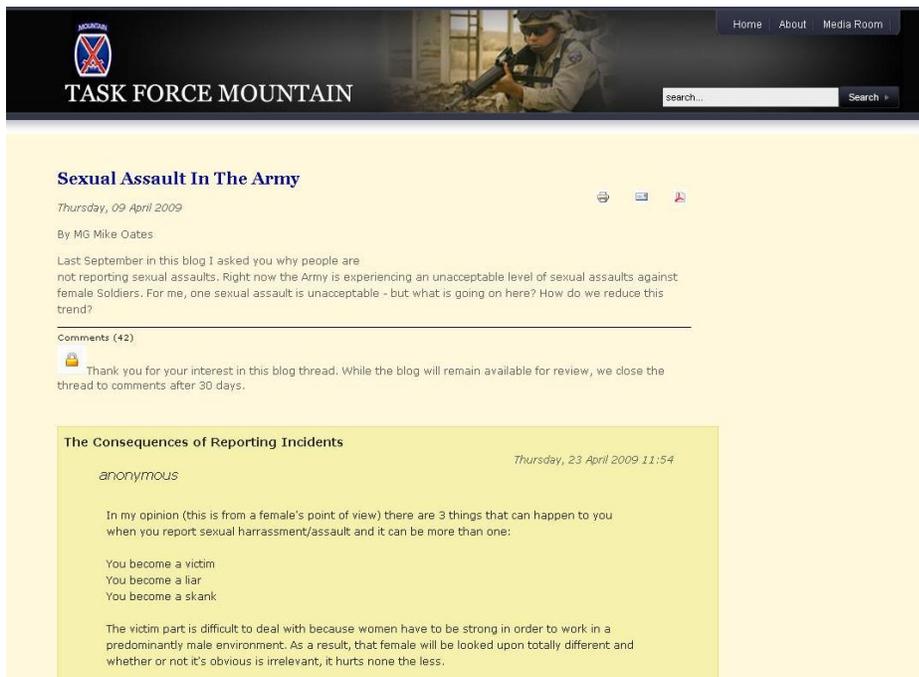
Here is an example of a unit sponsored blog, www.hammerpao.com, which is different in tone and perspective. Written by a team of public affairs officers, it provides localized information and news stories, but the blog adds the dimension of comments and conversation, which you don't get from a traditional news web site:



FOUO - DRAFT



A commander-written blog focuses on that leader and ideally is written by him or her or takes speeches or official statements and crafts them into a post. Maj. Gen. Michael Oates, the 10th Mountain Division Commander, writes a blog (http://www.taskforcemountain.com/mountain-sound-off) that is more like a web forum, consisting of open-ended questions that spark comments and conversation from his Soldiers:





FOUO - DRAFT

Maj. Gen. Elder Granger wrote a blog at <http://www.health.mil/tmablog> during his time as the TRICARE deputy director. This blog includes a mixture of posts written from Maj. Gen. Granger, as well as articles, information, and updates from other staff members. This is an ideal option when a commander is unable to post consistently. It represents a joint effort between a commander and public affairs staff. The recommendation is to be transparent on who is posting what information. If a public affairs officer is posting a news article on the commander's blog, they should use a more general administrator label rather than posting everything under the commander's name:

The screenshot shows the Military Health System website. At the top, it says "U.S. Department of Defense Military Health System" and "The TRICARE Blog". Below this is a navigation bar with categories: "About the MHS", "MHS Partners", "Healthcare In the MHS", "Education & Training", and "Research & Publications". There is also a search bar.

The main content area features a sidebar on the left with "Recent Contributors" and "Recent Posts". The "Recent Contributors" section lists "TRICARE Blog Team, TRICARE Blog Team" and "Major General Elder Granger, Deputy Director, TRICARE Management Activity (Bio)". The "Recent Posts" section lists several articles, including "Memorial Day, More Than Just Another Holiday (5/21/2009)".

The main article is titled "The TRICARE Blog" and is dated "Thursday, May 21, 2009 - Memorial Day, More Than Just Another Holiday". It is posted by "TRICARE Blog Team". The article text discusses Memorial Day and provides information on how to find mental health resources. Below the article, there is a "Rating" section with five stars and a "Posted at" timestamp.

Below the main article, there is another article titled "Thursday, May 14, 2009 - Farewell Blog" posted by "Major General Elder Granger". The text of this article discusses his retirement after 36 years of service.

What information should be posted to a blog?

- Existing information
 - Internal e-mails/messages useful for a larger audience (commander's messages, safety updates)
 - Press releases
 - Comments can occasionally generate their own post
- New content
 - Guest posts from other Army officials/Soldiers
 - Official commentary on a topic of interest



Guidelines:

- Any content on your official blog should be just that: official. Remember UCMJ and OPSEC.
- Whenever possible, host your blog on a .mil domain (major commands should contact lindy.kyzer@us.army.mil to request a blog at armylive.dodlive.mil). When not possible, look for ways to make your content stand-out as an official information source for your installation or unit.
- Comments policy: all blogs should include a comments policy, which outlines which comments will be removed. Recommend all official blogs include a comments policy banning profanity, malicious comments, and off-topic comments. Also recommend all comments be moderated and reviewed by an administrator before posting.
- Blogs should be written conversationally, and should be short – think op-ed length and e-mail tone.

Blogging within your office or organization:

- Empower your employees to engage: they are our best spokespersons.
- Make sure your employees are aware of the risks and benefits of blogging before you encourage them to jump in.
- Unofficial blogs written by Soldiers or representatives of your organization should include a disclaimer stating that the blog does not represent the official opinion of the U.S. Army.
- Per AR 530-1, all blogs written by individuals identifying themselves as employees of the U.S. Army must be made known to that person's commander.
- OPSEC and UCMJ still apply to personally written blog sites.

Facebook Best Practices (Tactics, Techniques and Procedures)

What is Facebook?

- www.facebook.com is a Web site which allows individuals to post profiles (photos and information about themselves) and connect and share with friends and family.
- For more information on how to setup a Facebook Page visit <http://www.facebook.com/FacebookPages>. For help and FAQ visit <http://www.facebook.com/help.php>

Signing up for Facebook:

- When you decide your organization needs a Facebook page, understand the differences between a personal profile, a fan page and a group site.
 - **Personal Profile:** This serves as the individual user's profile and is limited to certain capabilities. Do not use personal profiles for your unit, organization or as a commander operating in a professional capacity. A personal profile should be limited to connecting with family and friends and sharing personal information, and should not be used in an official capacity. All friends must be approved by



FOUO - DRAFT

you before they can see your profile. Recommend individuals host their own profile page in order to be familiar with the site.

- o **Fan:** This is for organizations and public figures. A fan page is the preferred account for your organization. They are stand-alone pages where the administrator can post videos, photos and news updates. Fans who join can post on the wall, and the administrator cannot view the fan’s profile. Use fan pages for your unit, organization or as a commander. Fans can join or view the site without an administrator’s approval.
- o **Group:** Groups are stand-alone pages that allow people with the same interests to join. They are created by pre-existing users and are generally narrower in scope. Groups are ideal for Family Readiness Groups, students who attended the same school, or clubs. They also allow the administrators to approve all those who join the group, and are more secure than a fan page.

Gen. Ray Odierno, Multi-National Force - Iraq Commander has a Facebook fan page. It includes information about official events, travel, and milestones taking place across Iraq:



Setting up your Profile:

- **Photo:** Use something everyone recognizes and is unique to your organization or command. A seal is generally used for commands and organizations - try to stay away from something too generic which could possibly misrepresent your group.
- **Contact information:** Make sure it's something you check regularly. A Facebook page must be linked to an e-mail account, and that will be your way of getting updates and information about activity on your page.
- **About your organization:** It's imperative that you put this in plain English. Make sure your average Facebook user can understand what your organization does. Ensure that before launching your site, you have filled your page with appropriate news links, photos, articles and information.
- **Settings:** Below are basic settings recommended for official Facebook accounts -
 - Age: Select 13+. This leaves your page open to all Facebook users.
 - Wall settings: Use the default view for your wall, default landing tab for "wall", auto expand comments, and let fans write on the wall only—not post links or images. Wall posts cannot be moderated by an administrator on Facebook. Someone in your organization must be diligent about watching the wall for inappropriate comments.
 - Security: When it comes to page security, you ARE allowed to report people who abuse your page. The Facebook administrators are the only ones who can block the person from accessing your site, however.

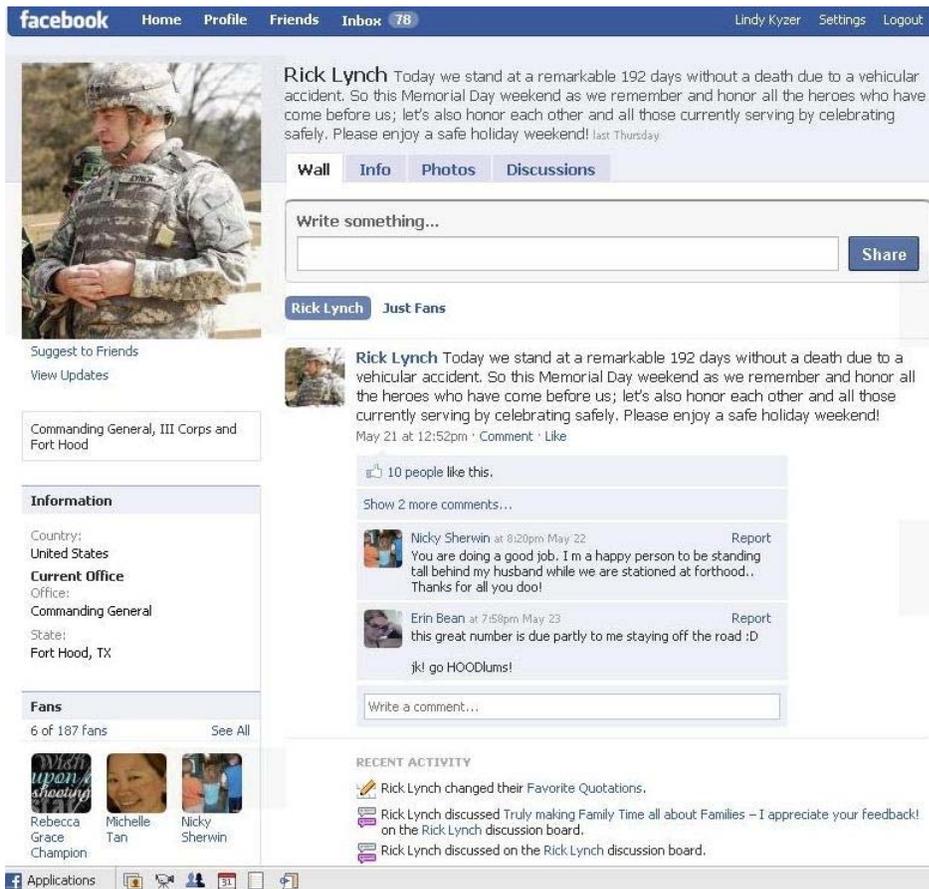
The 1st Brigade, 1st Armored Division: They link to articles about the unit and provide updates useful to family, friends and supporters. See what updates, photos or links have generated the most comments and Feedback from fans, and try to post content that resonates most with fans.



Managing your page:

- **Comments:** Be clear about your comment policy. It’s okay to screen comments for profanity, abusive language, and “spam”; however, visitors are entitled to their own opinion. Don’t delete a comment simply because it’s negative.
- **OPSEC and UCMJ:** Exercise the same caution as you would when writing a story or posting anything to your organization’s Web site. Ensure content posted is appropriate to good order and discipline in your Soldiers’ ranks.
- **Posting Content:** Incorporate video, audio, images and print pieces into your content. A good Facebook page has a vibrant wall with frequent status updates, photos, and video postings.

Lt. Gen. Rick Lynch, Commanding General, III Corps and Ford Hood, has a page which is vibrantly populated with news and information generated from official speeches and public statements. Visit sites such as Lynch’s and Odierno’s for examples of ideal information to post to a commander’s page.





Twitter Best Practices (Tactics, Techniques and Procedures):

What is Twitter?

- Twitter is a micro-blogging site. Micro-blogging is blogging in 140 characters or less. You can also think of it as “hyper” text-messaging. When you send a message on Twitter, it will go to all of the individuals who have decided to “follow” you, enabling you to send messages to a large number of users at one time. Many people link Twitter to their cell phones in order to update on the go.

Who uses Twitter?

- Organizations, offices, commands and commanders all use Twitter. Navy Adm. Mike Mullen, chairman of the Joint Chiefs of Staff, is on Twitter at www.twitter.com/thejointstaff. He posts links to news items of interest, or provides his thoughts on a particular topic.

thejointstaff

Name Adm. Mike Mullen
Web <http://www.jcs.mil>
Bio Chairman of the Joint Chiefs of Staff, Adm. Mike Mullen

2 following 1,460 followers

Updates 31

Favorites

Following

RSS feed of thejointstaff's updates

CJCS Video: Interview on 'This Week with George Stephanopoulos' (<http://tinyurl.com/p...>)
10:53 AM May 24th from twitthat

The most important weekend of the year. Remember those who have made this country good. We will never forget.
<http://tinyurl.com/pg8x4g>
4:32 PM May 22nd from web

We will be smarter now in Afghanistan and more successful, in my view, not in spite of Iraq, but because of it.
<http://tinyurl.com/ovr73s>
7:23 PM May 21st from web

Heartfelt thanks to servicemembers and their families for your service. To the Nation, we humbly thank you for your unstinting devotion.
12:11 PM May 15th from web

I am troubled by the effects of PTS and TBI, these signature wounds of modern war, and the stigma that surrounds them. We must do better.
2:21 PM May 14th from web

jcs.mil: We are getting the military we need with the challenges we face and the ones we will face tomorrow.
 (<http://tinyurl.com/rdr4x9>)
8:15 PM May 13th from twitthat

The main effort and our strategic focus, from a military perspective, must now shift to Afghanistan. <http://tinyurl.com/crldxx>



Before you Twitter:

- Join Twitter for yourself. Find people you know and follow organizations. Update your Twitter. The best way to know what works is through personal experience.
- Have an idea of what you want to do with Twitter. What do you want to accomplish? Are you trying to get more people to go to your Web site, send care packages to troops, or write your Congressman?

Setting up your Twitter account:

- **User name:** Pick something that's easy to remember and represents your unit. Avoid complicated acronyms. If you're using Twitter personally or as a commander, we recommend you use your full name in order to make it easy for people to find you and remember you. Example: MGKevinBergner or Kevin_Bergner.
- **Background:** Twitter allows you to customize your background. Somewhere on your background, include the other Web presences you have (Facebook, Flickr site, unit homepage). If you're unsure about how to create a background, <http://www.army.mil/create> has the branding kit for the U.S. Army's social networking sites. If you're in doubt about your organization's branding, feel free to replicate the templates offered there. The branding of your site is important because it lends credibility to your page and helps prove that you are who you say you are.
- **Photo:** Post a photo of yourself, and like Facebook, make it candid. Do not use the graphics provided by Twitter – upload your own.
- Check out sites like Tweetdeck (<http://tweetdeck.com>) and and Tweetgrid (<http://tweetgrid.com/>). These sites allow you to follow conversations about specific topics. You can use these types of free services to follow topic threads that may be important to your organization.

What should you Twitter about:

- **Tone:** If “tweeting” as a commander, keep your tone professional, but be personable. Be interesting and provide real updates. Keep your content interesting. No one wants to know when you're going to the bathroom, even if you're a General Officer. When posting as the organization, avoid using personal pronouns, but do engage in the conversations about your organization and be a value-added member of the community.
- **Content:** New stories, changes to policy, links to multimedia are all highly encouraged. Get creative – photos from the latest BOSS outing, FRG meetings, the commander's safety message can all go on your Twitter.
- **OPSEC and UCMJ:** Exercise the same caution as you would when writing a story or posting anything to your organization's Web site. Ensure content posted is appropriate to good order and discipline in your Soldiers' ranks.
- Since long URLs are difficult to fit in 140 characters, URL shortening sites like bit.ly and tiny.url compress the URLs to under 15 characters for you to copy and paste into your Tweet. The Army is currently using bit.ly because it allows you to track how many clicks your link has received.



FOUO - DRAFT

Commands, units and organizations are finding unique ways to use Twitter. The 4th Battalion, 3rd Infantry Division uses Twitter to communicate between commanders and Soldiers. Messages include "praise tweets" or messages which chastise performance. Because most individuals using Twitter connect it to their mobile devices, it's a good way for commanders and leaders to connect with their Soldiers while on the go.



TOG43W6

Following Device updates OFF

America's long arm of resolve strikes again. Great work by US SOF to rescue an American in harms way. Happy Easter.

6:31 PM Apr 12th from mobile web

W3A, how many people attended ESS? Highest ranking VIP present? Thanks. W6

4:27 PM Apr 12th from mobile web

As Bruce Dickenson once said: "explore the space".

4:03 PM Apr 12th from mobile web

A6, we can quid pro for reduced tickets, permanent access. CCG colors for home games; FDC and USADT for military appreciation night, etc.

4:01 PM Apr 12th from mobile web

Question for the mighty Legionarres? Have you been able to secure a Warrior venue/facility/seating from the Nationals?

3:59 PM Apr 12th from mobile web

W5 - is staff duty set up with Twitter account? FYI - FEMA and DHS has a Twitter account, we need to follow for threat updates. W6

3:54 PM Apr 12th from mobile web

...answer correctly wins prize.

3:52 PM Apr 12th from mobile web

Name Jaime Martinez
25 following 77 followers 48 updates

Updates

Favorites

Actions
block TOG43W6

Following



RSS feed of TOG43W6's updates

When to Twitter:

- Frequency: Spread out your Tweets through the day. Posting several Tweets in rapid succession clogs up your reader's window.
There isn't a prescribed number of tweets you need to send per day or week. Simply post regularly enough that you retain the interest of your followers, and can keep up with the conversations taken place about your organization.



How to treat followers:

- You can respond to followers who are asking generic questions, but direct messages are preferred for more specific matters.
- Follow people who are following you. Twitter is a conversation, and you can learn a lot about your audience by reading their posts.
- Ask for your followers' input on an issue or suggestions on how you can make things better for your organization.
- If someone is abusing your Twitter site, you can block them.

Twittering from events:

- When you're Tweeting from an event, it's easier to label your Tweets to that event to distinguish them from non-related Tweets. Hashtags allow you to label to your Tweets.
 - Within your Tweet, add the hashtag somewhere in your post (it's a pound sign with whatever you want to name the label, no spaces). When you click on your hashtag, you can then view all public Tweets with that same tag.
- When you Twitter from an event, you'll probably be posting several Tweets in a short time frame, and that's expected (you can search here <http://search.twitter.com/> for hashtags like: #SupremeCourt, #WPAS, and #MacWorld)
- When you DO Twitter from events, keep the context in check and only post the important points.

Promoting your Site:

- The best way to promote your account is to follow key individuals and send value added information. In addition, cross-promote across your various social networking platforms – i.e., advertise your Twitter account on your Facebook page, blog, etc.
- Some units add a plug for their social media sites at the end of news stories they place online. This is a great way to direct your audience to your Twitter sites, Facebook pages, and unit sites while you already have their attention.



Video Sharing: You Tube and Vimeo Best Practices (Tactics, Techniques and Procedures)

The screenshot shows the Vimeo profile for 'U.S. Army', which was joined in December 2008. The profile statistics are: 220 Videos, 1 Like, 2 Contacts, 1 Group, 0 Channels, and 0 Albums. Under 'Their recent videos', three videos are listed: 'First in-theatre graduation' (17 hours ago), 'Damn the rebel, he's not worth a grave!' (2 days ago), and 'Water is life' (2 days ago). A 'Recent activity' section shows that the profile uploaded 'Damn the rebel, he's not worth a grave!' and tagged 'Water is life' with various military-related tags. An advertisement for a JVC Everio camera is also visible.

Web addresses: <http://www.youtube.com> & <http://www.vimeo.com>

What is video sharing? Video sharing allows individuals to produce their own unique video content and host it on the web. With the rise in mobile video (uploading video from a cell phone) and the accessibility of video recording devices, video sharing is on the rise. There are dozens of sites which offer free hosting of user-uploaded video content. YouTube and Vimeo are two of the largest sites and offer clear advantages and differences to users.

What does it do? YouTube and Vimeo allow for video sharing on a massive scale. YouTube currently dominates the video sharing market and has the most name recognition of any site of its kind. However, because YouTube is such a large and diverse community, it is inundated with garbage video and immature users. Vimeo represents a much smaller portion of the video sharing market. Videos posted to Vimeo should be polished and can be uploaded as high resolution video. Vimeo's users are accustomed to thought provoking and artistic content.

Why should I do it? Content posted on video sharing platforms will enjoy much more visibility than if it were posted elsewhere. Increasingly today, individuals aren't looking to official web sites for video content, they're going to sites like YouTube and searching for the video footage they want. Posting video to video sharing sites also allows it the opportunity to "go viral." An interesting video, picked up, viewed, and linked by the right people can become an overnight



FOUO - DRAFT

sensation. Content posted to YouTube requires little editing -- B-roll and low quality clips are acceptable. Vimeo allows you to post lengthy and high quality video. For example, if your organization has a television channel, this would be a good avenue for that brand of content.

How do I do it?: Go to the following links for detailed instructions on the use of the Web sites:

YouTube: <http://www.google.com/support/forum/p/youtube>

Vimeo: <http://www.vimeo.com/help>

Good Practices:

- Use a lead video on your page. This video should be updated at least twice a week. This video will receive the most views of any video on your page, so use it to express your most important message.
- Provide a link back to something related to your video such as an article or photos. An html tag must be included in your video's description or the Web site address must be included in order to link back to other content. HTML is an acronym for HyperText Markup Language and is the predominant markup language for web pages. It provides a means to describe the structure of text-based information in a document by denoting certain text as links, headings, paragraphs, lists, etc. and to supplement that text with interactive forms, embedded images, and other objects.

HTML Tag explained:

<a href = “ This introduces a website name such as <http://www.army.mil>.

Close quotations Signifies the end of a Web site name.

> Introduces the way the link's title appears on the page such as “U.S. Army Homepage”.

**** Signifies the end of the link's title.

Example of a HTML tag:

****U.S. Army Homepage****

Comments:

- Users have the ability to leave comments on your page. You should have a commenting policy posted in your profile. Here is an example:

We welcome comments and discussion about our videos, but we do ask that you follow a few guidelines when posting comments:

1) No profanity will be tolerated. Profanity in comments will result in immediate deletion.

2) No personal attacks or derogatory remarks will be tolerated.

3) Any type of repeated spam messages may be deleted at the discretion of Army.mil.

*Failure to follow our guidelines for commenting on photos may result in your comments being deleted without warning. **Insert your organization's name** also retains the right to delete any comments that may not be covered by these guidelines.*



- You have the capability of blocking all comments, allowing all comments, or allowing comments with prior approval. Allowing all comments requires careful monitoring. Recommendation is to only allow comments with prior approval.
- You should delete any vulgar comments immediately.
- Adhere to your commenting policy, whatever you decide.

Bad Practices:

- Do not post any videos that could compromise OPSEC
- Do not delete comments solely because they are negative. Users have the right to voice their opinions. However, they do not have the right to post vulgar or obscene comments. Removing comments simply because they are negative towards your organization reduces your unit's and your page's credibility. People want to see the good with the bad!

YouTube:

- Do not post long videos. Try to keep posts less than five minutes in duration.
- Do not upload content that doesn't belong to your organization

Vimeo:

- Do not post short, low quality videos. Reserve those for YouTube.
- Do not use Vimeo to upload advertisements of any kind.

Tube Mogul

The screenshot shows the TubeMogul website interface. At the top, there is a navigation bar with links for 'Dashboard', 'Marketplace', 'Research', 'Learn More', and 'Help'. To the right of the navigation bar are links for 'Sign Up | My Account | Log in'. Below the navigation bar is a central grid of logos for various video sharing and distribution platforms, including Google, Dailymotion, YouTube, Brightcove, REVERA, blip.tv, BREAK.com, imeem, metacafe, Y!, vidler, howcast, vimeo, and myspace.com. Below the grid is a 'Views Served' counter showing 1,641,819,799 views, with text indicating 'over 1 million videos deployed and over 50,000 happy users.' There are also sections for 'New: Video Promotion', 'What is TubeMogul?' (with a video player featuring Brett Wilson), 'Client Login' (with email and password fields and a 'Log in' button), 'Press' (with news items dated May 28, 2009 and May 27, 2009), and 'Recent Blog Posts' (with posts dated May 27, 2009 and May 15, 2009).

Web address: <http://www.tubemogul.com/>



Description: This is a tool that can be use to upload video to both YouTube and Vimeo, as well as many other video sharing Web sites, simultaneously. Tube Mogul has proved very useful to organizations that have restricted access to social media platforms. You can simply create your organization’s account at home and then upload from work via Tube Mogul. Directions for use can be found at the following link: <http://www.tubemogul.com/about/help.php>

Flickr

Web address: <http://www.flickr.com/>

What is it?: Flickr is simply an online scrapbook for high quality photos. The Web site provides limited photo editing capabilities. It also allows you to place your photos in individual albums or “sets” that can be categorized however you see fit.

This is an example of sets or photo albums on the Army.mil Flickr page. Users may click any of these icons to see all images in a set.

The screenshot shows the Army.mil Flickr photostream page. At the top, there is a navigation bar with links for Home, The Tour, Sign Up, and Explore. A search bar is also present. The main content area displays a grid of photo sets, each with a thumbnail image, a title, and a count of photos and videos. The sets include:

- Army.mil Year in Photos --... (96 photos)
- 109th Army/Navy Game (1 photo, 7 videos)
- Warrior Care Month (82 photos)
- 2008 Army Veterans (10 photos, 1 video)
- 2008 AUSA Annual Meeting (49 photos, 1 video)
- 2008 Army Best Warrior... (43 photos)
- Hurricane Ike (9 photos)
- Hurricane Gustav (11 photos)
- Army Families (57 photos)
- First female four-star general (11 photos)
- D-Day: The Normandy Invasion (18 photos)
- 2008 U.S. Military Academy... (9 photos)
- Medal of Honor recipient Pfc.... (12 photos)
- Memorial Day Observance and... (10 photos)
- Old Guard Sets 'Flags-In' at... (3 photos)
- 2008 Mother's Day Greetings (7 videos)
- The Year in Photos - 2006 (66 photos)
- The Year in Photos - 2007 (501 photos)



FOUO - DRAFT

Why should I do it?: Having a Flickr page will not only give the media and general public a visual window to what is going on in your organization, but it also provides you an easily searchable repository for photos taken on your installation.

How do I do it?: Go to the following link for detailed instructions on the use of the Web site:
<http://www.flickr.com/help/>

Good Practices:

- Update your photos frequently.
- Post high resolution, thought provoking and dramatic content.
- Separate your photos into sets so they are more easily viewed by the event and/or category.
- Provide a link back to something related to your photo such as an article or a video. *See the HTML section of YouTube and Vimeo.*
- Users have the ability to leave comments on your page. *See comments section of YouTube and Vimeo.*

Bad Practices:

- Do not post low resolution photos.
- Do not post every single photo you take of an event or subject. Only post the very best photos.
- Do not post distasteful photos that depict any form of obscenity.
- Do not post any videos that could compromise OPSEC.
- Do not delete comments solely because they are negative. Users have the right to voice their opinions. However, they do not have the right to post vulgar or obscene comments.



Online and Social Media Division

FOUO - DRAFT

SOCIAL MEDIA CONSIDERATIONS

What is social media?

Social media refers to dialogue-based Web platforms, to include such sites as Facebook, My Space, Flickr, YouTube, and Twitter.

What does it mean to you as a leader?

As a leader you don't need to embrace all of these social networking platforms, but you should be aware of them – your Soldiers are. If you don't have accounts on the more prominent sites, consider becoming a member so you can gauge the site's opportunities and limitations.

What are the regulations?

- **Blogging:** AR 530-1 states all Soldiers who blog as active-duty Soldiers must register their blog with their commander for an OPSEC review. That means they must let their commander know they are blogging. Soldiers should be aware that OPSEC rules apply, and they are subject to UCMJ actions for violations.
- **Social networking sites:** Soldiers do not need to register their presence on social networking sites with their commander, but the same general rules apply. Make sure your Soldiers know OPSEC and UCMJ must be enforced/adhered to in the cyber world in the same ways they are in the physical world.

Leaders / Units: Leaders and units can establish official social media sites, but should do a mission analysis and understand exactly what they are attempting to achieve before standing up a site, as well as if they have the resources to maintain sites.

Three basic points to consider with social media:

- **Presence:** If you're not there to communicate your message, someone else will do it for you.
- **Relevance:** A presence in social media is necessary, but not sufficient. The medium, requires value-added content. Explore the platform before you utilize it and develop a communications strategy.
- **Prominence:** As you develop your social media presence consider how prominent you want to be and tailor your profile and participation accordingly.

OFFICIAL ARMY SOCIAL MEDIA WEB SITES

Army Live (the Army's official blog)

<http://armylive.dodlive.mil/>

Facebook (for social networking)

<http://www.facebook.com>

Twitter (for micro blogging)

<http://www.twitter.com/USArmy>

Flickr (for photo sharing)

<http://www.flickr.com/soldiersmediacenter>

YouTube (for video sharing)

<http://www.youtube.com/soldiersmediacenter>

Vimeo (for video sharing)

<http://www.vimeo.com/usarmy>

Delicious (for integrated bookmarking)

<http://delicious.com/USArmyMedia>

*If you have questions or would like additional information,
please contact Lindy Kyzer at lindy.kyzer@us.army.mil or (703) 697-4314*



A Glossary of Web 2.0 Terminology

Blogs: A frequently updated, chronologically ordered publication of personal thoughts and opinions with permanent links to other sources, creating a historical archive. This can be published on personal websites or institutional websites as communication tools.

Mashup: A web application that combines data from more than one source into a single integrated tool. For example, the use of cartographic data from Google Maps to add location information to real-estate data from Craigslist, thereby creating a new and distinct web service that was not originally provided by either source.

Open-source software: Software developed in the public domain by multiple developers that is available for sharing, enhancing, and various other uses. Linux and Perl are good examples.

Peer-2-peer (P2P) computing: Allows direct sharing of files from one user PC to another user's PC using the web as the platform. Examples of P2P computing include BitTorrent, Gnutella, and FreeNet. Such P2P connections between users can form large networks that can also be used to distribute telephony in real time.

Podcasts and vlogs: Online audio and video blogs that can be downloaded to devices such as PCs or handheld devices (wireless phones, mp3 players, iPods). These can be subscription based or free, single-use or repeated use content.

RSS (Really Simple Syndication): A family of web-feed formats used to push frequently updated content such as blog entries, news headlines, or podcasts to users' PCs or devices. An RSS document, which is called a "feed," "web feed," or "channel," contains either a summary of content from an associated website or the full text. RSS makes it possible for people to keep up with their favorite websites in an automated manner that's easier than checking them manually.

Search engines: These include the ubiquitous search engine tools such as Google, Yahoo, Ask Jeeves, etc., as well as blog search tools such as Technorati, Bloglines, etc., in addition to specialized search tools at institutional websites.

Social networking sites: Online networking platforms that allow registered users to interact with other users for social or professional purposes. Examples include MySpace, Facebook, and LinkedIn.

Tagging and social bookmarking: Methods that help Internet users to store, organize, search, and manage bookmarks of webpages. These applications allow users to create tags or descriptions of the webpages using their own keywords, thus creating metadata (that is, data about data). These tags and bookmarks can be shared among users.

Virtual worlds: A computer-based simulated environment intended for its users to inhabit and interact via avatars. This habitation usually is represented in the form of two- or three-dimensional graphical representations of humanoids (or other graphical or text-based avatars).



Online and Social Media Division

FOUO - DRAFT

Most, but not all, virtual worlds allow for multiple users. The world being computer-simulated typically appears similar to the real world, including features such as gravity, topography, locomotion, real-time actions, and communication. Communication has, until recently, been in the form of text, but now real-time voice communication using VoIP is available. This type of virtual world is now most common in massively multiplayer online games. Examples include Active Worlds, ViOS, There, Second Life—although not games per se but more like virtual environments that can include gaming—Entropia Universe, The Sims Online, Red Light Center, Kaneva). Particularly massively multiplayer online role-playing games include EverQuest, Ultima Online, Lineage, World of Warcraft, RuneScape, AdventureQuest, and Guild Wars.

Wikis: Collaborative publishing technology that allows multiple users to work on and publish documents online with appropriate version control. Wikis allow hypertext links to content in any form, enhancing user experience and interactions.