Telling your story with social media

5 Easy Steps

Melissa A. Duncan,
Social Media Strategist
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1. The Nuts & Bolts
2. Know your audience
3. What does your audiences want to hear about
4. Develop a plan
5. Talk, Listen, Connect
Bonus points: Tips You Can Use
Let’s Start With the Nuts & Bolts

1. Decide how you want to tell your story
# MAPS (Military Adoptive Parent Support)

## Members (194)

### Friends

- Melissa A. Duncan

### Admins

- Medea Abrego
- Angie Darnell
- Voyles

## About

**Closed Group**

This is a place for military families who have adopted, are in the process of adopting, or are thinking about adopting. See More

**Tag:**

- AdoptUSKids

## Suggested Groups

- **NCA Health Communication Division**
  - Paula K Baldwin and 2 other friends joined
  - Join Group
A Facebook page, where spouses of USMC retirees and those looking to retire soon, can share in the journey of their "Next Chapter". If you would like to join the group...Please introduce yourself to the group. Retired or expecting to retire, years in service, where you live, interests, retirement related questions...
Welcome to the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE) "Virtual Mental Health Fair" on Facebook, from 9 a.m. to 5 p.m. (EDT) June 19. **EVENT IS NO LONGER LIVE**

Government and non-profit organizations dedicated to mental health care for service members, veterans and their families are here to showcase their resources in a virtual exhibit hall where beneficiaries, caregivers and health care providers can browse among booths to view and access resources.

The Virtual Mental Health Fair is a great opportunity to ask questions and converse with a variety of organizations caring for our warriors, veterans, military families, caregivers and health care providers.

How this works:
Organizations with "live hours" will be monitoring their photo to answer questions and chat with Facebook users. A full agenda is listed in the album. Click on the photos to "browse the booths" and then ask questions in the comment field of the photo to the right hand side.

Rules of Engagement/Friendly Reminders:
1. While this is an open forum, it's also a family-friendly one, please keep your comments and wall posts clean. We ask you to follow the Department of Defense user agreement which can be found here: http://www.defense.gov/socialmedia/user-agreement.aspx.
2. This is a public album on Facebook that anyone can access.

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Visit a booth

Let's Talk Live Events Right Quick

Blue Star Families is committed to supporting one another through the unique challenges of military life.

We recently created "Ever... See More"

17 people like this.

Kathleen Taylor: The first handbook was a great resource! Looking forward to seeing the new one.

Army Wife Network: Hi Blue Star Families -- We thought your booth visitors would like to hear the interviews we did with Vivian about Thriving (not just surviving) During Deployment:

http://www.blogtalkradio.com/.../awtr-show-330-
Wait, hold up. What's a “hashtag?”
What’s a #Hashtag?

- Labels
- Join the Conversation
- Attract your target audience
- Know best practices
  - #MilSpouse
  - #Military
  - #MilFam vs. #MilitaryFamily
  - TBT
  - FollowFriday
MCAS Miramar and 3rd MAW The official Instagram account for Marine Corps Air Station Miramar and 3rd Marine Aircraft Wing. dvidshub.net/mcasm

938 posts 4,004 followers 68 following
Repeat After Me

Not Every Platform Is For Everyone
Are you talking to me?

Know Your Audience
1. Spouses
2. Children
3. Parents
4. Grandparents
5. Uncles & Aunts
6. Marines
Meet the Generations

Baby Boomers
1946-1964
52-70 years old
Cell phones-talking
Email

Generation X
1965-1981
35-51 years old
Email, Cell phones, text, social networks

Millennials
1982-2000
16-34 year olds
Online social networks, IM, cell phones, text, blogging

Gen Z
2001-
15 years old & under
Zzzzzzzzzzzzzzz...snort!

What do your audiences want to hear about?
What's the Shout Out to my Oki Folks!
Information for Families
Marine Pop Culture

I'll be ready for Monday soon. Just give me five more minutes.
Humanize It
Be Personal!

24th MEU
February 14 at 3:49am

Happy Valentine’s Day from your 24th MEU Marines and Sailors. We will be uploading videos from the USS Iwo Jima throughout the day. Your Marines and Sailors from the New York and Fort McHenry are conducting training ashore and we were not able to get shoutout videos from them. We will be sure to upload all photos and videos from their training as soon as possible. Thank you for your continued support.
Be Timely

Assistant Secretary of Defense - Manpower & Reserve Affairs Todd A. Weiler added 10 new photos to the album: Northern Strike 2016.

Published by Melissa A. Duncan [?]. 8 hrs.

Mr. Todd A. Weiler, Assistant Secretary of Defense for Manpower and Reserve Affairs, observed Northern Strike 2016 earlier today with Gen. Robert B. Neller, Commandant of the U.S. Marine Corps, and Air Force General Joseph L. Lengyel, Chief, National Guard Bureau. The National Guard Bureau-sponsored exercise united about 5,000 U.S. Army, United States Air Force, Marine Corps and Special Forces service members from 20 states and three coalition countries during the first three... See More

Go Live
Engage your audience

Caption the Photo

The week's best photos from around the Corps. Help selecting the "Corps' Top Shot" by liking, commenting on, or sharing your favorite image. The image with the most combined hits by the end of the day will be crowned as our photo of the week.
You know you’re a #MilFam when... You regularly find numbered stickers hidden on your furniture.

Be Relevant
Attract Attention to Your Message using Current Events

Show us your #devildog for #NationalDogDay
Don’t be afraid to have a little fun!
I get by with a little help from my friends

- MCCS
- Military OneSource
- Department of Defense/DoDLive
- Tricare
- Facebook
  - Installation FB pages
  - Military OneSource
  - USO
So, How are you going to do this?

Develop your plan!
Assemble a Smeek Team

- Research
- Posting
- Monitoring
- Listening
- Evaluation
Commander must decide who will play a part in the command’s communication:

- Public Affairs Officer & Combat Camera
- Family Readiness Officer
- Other designated Marine
- Commanding Officer Spouse & Volunteers
Use the help that’s out there
The mission of this Facebook page is for the family and friends of our Marines to have a way to keep in touch with the battalion and see what is going on. This page is also for family members and friends to be able to communicate and socialize with one another.
### Community Guidelines

**Conduct and Page Guidelines**

We strive to provide our audience with perspective on Marine Corps news and information while maintaining an issue driven, principle based and audience focused approach.

For a safe and respectful environment, we ask that you follow our posting guidelines: comments and posts that do not follow the rules may be removed:

- Graphic, obscene, explicit or racial content
- Solicitations or advertisements
- Personal or endorsement of any financial, non-governmental agency
- Comments that suggest or encourage illegal activities
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
- For Official Use Only (FOUO), classified, pre-decisional, proprietary or business-sensitive information should never be discussed here. Don’t post personal lists, rosters, organization charts or directories. This is a violation of policy.

**About Marine Barracks Washington 8th & I**

**Overview**

**PAGE INFO**

Address: 8th & I Streets SE, Washington, District of Columbia 20390

Start Date: Founded on March 31, 1801

Hours: Mon-Fri: 7:00 am - 4:00 pm

**Short Description**

Official Marine Corps Facebook page of Marine Barracks Washington "8th & I"

**Long Description**

Marine Barracks Washington, also known as "8th & I," is the oldest active post in the Marine Corps. It was founded by President Thomas Jefferson and Lt. Col. William Ward Burrows, the second Commandant of the Marine Corps, in 1801. This is an official Marine Corps page. However, the appearance of hyperlinks does not constitute endorsement by the U.S. Marine Corps. The U.S. Marine Corps does not exercise any editorial control over the information you may find at linked locations.
Determining Content

**Page Summary Last 7 days**

Results from Aug 11, 2016 - Aug 17, 2016

- **Actions on Page**
  - August 10 - August 16
  - 21 Total Actions on Page ▲ 24%

- **Women 25-34**
  - Largest Audience (17%)

- **Mobile Devices**
  - Most Common Device (80%)

- **Page Views**
  - August 10 - August 16
  - 2,998 Total Page Views ▼ 11%

- **Page Likes**
  - August 10 - August 16
  - 1,288 Page Likes ▼ 21%

- **Reach**
  - August 10 - August 16
  - 7,642,527 People Reached ▼ 1%

- **Post Engagements**
  - August 10 - August 16
  - 353,028 Post Engagement ▼ 5%
When to post?

![Graph showing when Facebook fans are online and the best times to post](image)
Fear Not!
Measuring Success

What an outstanding show of support for military kids again this year! Thank you for your #PurpleUp participation.
Delete or Not to Delete—That is the Question

- Give fans and followers consideration.
- Hate speech, online attacks, bullying, and inappropriate behavior should be spelled out in your terms of use.
- Most social users understand the rules of the road. Generally speaking, the fan base is looking to you to make sure everyone behaves. If they aren't breaking the rules, let them communicate.
Talk, Listen, Connect
That’s what makes it social
Here's a tip

Parting wisdom
Preach Protection

Tip #1

Safety Checkup
Preach Protection

1) Don’t “check in” places
2) Be aware of your backgrounds in photos
3) Giving away location clues
4) Advertise you’re alone
5) Consider Reviewing Tags

Tip #2

Encourage PERSEC
When the news gets out on social media first...

If you aren’t talking about it, someone else will.

YOU set the tone for the message
#Questions?

Melissa A. Duncan
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Congratulations! You’re officially #Smeeks! #MarineSpousesRock