

*52 Years of Excellence*



# DINFOS' Inaugural Social Media/Digital Engagement

#DINFOSSocial2016

@DINFOS

## Workshop Agenda

28-29 March 2016



**Host:** COL Martin Downie, Commandant, Defense Information School

**Location:** Defense Information School, 6500 Mapes Rd., Room 115,  
Fort George G Meade, MD 20755

**Project Officer(s)** LTC Koné Faulkner, DINFOS DoT  
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**Attire:** UOD/Business Attire

**Monday, 28 March 16**

**0830-0900** Attendees' arrival & setup

**0900-0915** DINFOS Social Media/Digital Engagement Goals  
COL Martin Downie, Commandant

**0915-0955** Office of the Secretary of Defense for Public Affairs'  
Updates & Initiatives

*Mrs. Stephanie Dreyer, OSD-PA Digital Media & Strategy Dir*

Using Social Media to communicate Secretary Carter's priorities to the force and the American people.





**1300-1355**

**“Snackable” Video Production Concepts**

*Mr. Andrew Finlayson, Sr. VP, Social & Digital Media -  
SmithGeiger, LLC*

From Google to NPR, NBC News to Jimmy Kimmel Live, our speaker today helps media and technology companies find the most valuable audiences for their content. Andrew Finlayson is a Senior Vice President of Digital and Social Media Strategies for SmithGeiger, the company that has consulted and done research for many of the programs you love to watch. Find out why he’s asked to consult leading stations and media companies on how they can use mobile, social and digital platforms to connect with today’s time-shifting, actively participating, and always on audiences. He will guide us through the massive shifts taking place in social and mobile behaviors and how it can help us improve our local connection with our target audience.

**1410-1500**

**USAF: Strategic Content Placement**

*Capt. Gina McKeen & TSgt Brandy Stocker, USAF Social Media*

How to select ideal content for the social media platforms that are out there and that is attractive to our target audience.

**1510-1600**

**Overcoming the Digital-News Generation Gap**

*Mr. Dan Lamothe, National Security Journalist -  
Washington Post*

The Washington Post is motivated to use social media to help their newsroom leverage social tools and technology to create new forms of digital journalism. This will be a discussion the Washington Post’s awareness that shaping a story is an ever-changing and ever-competitive process.

**1600-1615**

**Day 1 Closing Remarks/ Day 2 Coordinating Instructions**

LTC Koné Faulkner, Dir. Of Training

**1630**

**Attendees Depart DINFOS**



Tuesday, 29 March 16

0900-0950      **\*BREAKOUT SESSION: SM Task Commonalities Collaboration (Pre-TTSB) (Rm. #110)**  
*DINFOS Reps, Each DoD Service's Social Media Team Reps, and Career Field Managers ONLY*

0930-1000      **Attendees' arrival & setup**

1000-1005      **DINFOS Social Media/Digital Engagement Workshop Re-Introduction**  
*COL Martin Downie, Commandant*

1005-1055      **USN: Strategic Impact through Audience Segmentation**  
*Mr. Jason Kelly, USN Digital Media Engagement Director*

A conversation on how to strategically place content on social media to reach segmented audiences.





**1410-1500**      **Twitter/Periscope: Best Practices & Capabilities**

*Mr. Sean Evins, Government & Politics | Twitter*

Twitter: A social networking site that allows anyone to post a short 140-character message about anything over the Internet, application, or on their phone. Often individuals will post about what they are doing, interesting links or pictures they come across, major events, and replies to other users on Twitter. Periscope: an app that lets you create and share live video broadcasts. You can also watch other users' live video broadcasts and interact with them in real-time through messaging or sending love/hearts (more on that later). Each broadcast not only shares a live video feed, but also synced audio and a user's location details (if enabled).

**1510-1600**      **Facebook & Instagram: Current & future capabilities**

*Aaron Calloway - Facebook & Instagram Client Partner*

An overview of what's changed with their platform, the evolution of Mobile, how to reach the right audience, how to inspire them, how to measure your communication's impact, and they will provide additional online resources to further your learning path.

**1600-1615**      **DINFOS Social Media/Digital Engagement Workshop  
Closing Remarks**

*COL Martin Downie, Commandant*

**1630**      **Attendees Depart DINFOS**



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To bring together Digital Engagement experts from industry, academia, and the DoD PA/VI community worldwide. DINFOS will host and provide participants with a structured venue for discussing current best practices and leveraging emerging technologies to better communicate the DoD story and, when applicable, options for deconstructing our adversaries' propaganda and malicious social media narratives. These events will provide both a physical and virtual forum to obtain strategic level concepts behind social media practices that work, to be shared virtually, and eventually standardized for incorporation into the Social Media Manager's Course and throughout DINFOS' current curriculum.