Social Media Workshop Q & A's #DINFOSSocial2016

28 March 2016

OSD-PA Updates & Initiatives (*Mrs. Stephanie Dreyer, OSD-PA Digital Media & Strategy Dir*)

Q: Any issues with using the third-party site Medium? Does DoD have a signed terms of service? Also, how often do you monitor LinkedIn profile? Do you use a third-party tool to monitor conversations on all social media assets? When can we expect to see the policy memo Stephanie mentioned. So, is the policy more focused on establishing professional accounts for leadership? What's the working title of the memo? So, is the policy more focused on establishing professional accounts for leadership? What's the working title of the memo?

A: There are no issues for OSD-PA using Medium at this time. I know that some social media platforms are restricted but currently, this one is not.
We do not have a signed TOS for Medium but I am working on securing one.
We monitor our LinkedIn page every other day which is about the amount of times we post.
We use Hootsuite to manage our accounts.
The policy memo should be signed (fingers crossed) by the end of this week. It is more of a guidance memo than anything else.

Q: Are the jobs that are listed on Linked In easier to apply for than USA Jobs?

A: We aim to promote jobs that have a shorter hiring window, or can be applied to directly through the hiring site (rather than USAJobs.gov) so it is faster to get a response but it does not mean that it is "easier" to apply.

Q: Are there any plans for more up and coming social media platforms such as Pheed or other sites to be highlighted or for the time being just the major SM platforms?

A: Possibly incorporating some of the anonymous social media platforms to gain more honest insight from audience. We are always evaluating the social media tools and platforms at our disposal.

Q: Excited to hear that there will have to be a strategy and purpose in place before creating a SocMed presence. Do you think that will extend to unit pages?

A: The hope is that this memo will empower the services to better help the units.

Engaging & Creating SM Influencers (*Mr. Mark Rybchuk, Hootsuite Education*)

Q: I'm interested in recommendations for how we measure the return on investment (ROI) for followers in public affairs contexts?

A: ROI is always one of those trickier metrics, because different departments and users have different objectives for social, so there's no one size fits all ROI metric. For a lot of governments, ROI is measured strictly in citizen engagement and number of constituents engaged with/reached. For public affairs, we recommend measuring reach, potential reach, shares and clicks on any social content. Then compare it to your current media efforts. If social has a higher amount of reach, or something comparable.

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Q: Ideas for how to engage our C-Suite (leadership) in Social? Keeping in mind a tiny PA shop. More so of how to get their voice in the conversation. We have their support...but not so much their continued engagement.
A: We've learned that sending examples of other leaders who are doing well in social, as well as regular reports on how the performance of an internal team's C-suite is doing on social vs others. People in the C-suite are competitive and when they see other leaders who are doing well in social, it gives them ideas on how to get better involved themselves. And when they see reports on how other teams are doing so much better on social, it gets their competitive juices flowing.

Q: Can you provide an overview of some of the most effective measurement tools available today.
A: The native platforms, such as Facebook Insights and Twitter Analytics do a great job of measuring social activity. They are usually great when first dipping your toes into measurement. As your needs become more advanced, tools in the market place we've heard great things about include Liftmetrix, Iconosquare, Brandwatch, Digimind and Synthesio. And we'd be remiss to not mention Hootsuite as Hootsuite Analytics and Hootsuite Insights offer social media measurement tools.

Q: How useful are Consumption/Sharing/Lead-Gen metrics for DoD Digital Engagement? What data metrics would Hootsuite recommend?
A: As with a lot of metrics, it all depends. If you have a robust website and one of the end goals is to drive people to your site, consumption metrics are great. If your goal is to increase awareness around DoD messages, initiatives and programs, then engagement metrics are a great measurement because more engagement = more people seeing your content. So, we recommend figuring out your main organizational goals and then determine how you want social to advance them and aligning them together. But to get started, if your goal is to increase reach, we recommend measuring Re-tweets on twitter and Shares and Virality Rate on Facebook as this means your content is being seen by people outside of your audience. For website traffic activities, we usually recommend Engagement rate on Twitter and Facebook, as well click stats on a URL shortener, such as bit.ly or ow.ly. (Moderator note: there's also the .gov URL shortener: go.usa.gov is a URL shortener that lets government employees create short .gov URLs from official government domains, such as .gov, .mil, .si.edu, .fed.us, or .state.xx.us URLs. Registration is limited to people with .mil, .gov, .fed.us, .si.edu, and .state.xx.us e-mail addresses. Create a new account.)

USMC: By the Numbers (*Mr. Mark Fayloga, Digital Engagement Director*)

Q: Are any of those example feedback documents available anywhere? Would be nice to take a closer look.
A: DINFOS will tweet a direct link. Or email them direct for more info: usmcsocialmedia@gmail.com (Moderator update: DINFOS has posted presentation slides to website and shared on Twitter & Facebook. RSVP'd individuals may receive an email with link as well: http://www.dinfos.dma.mil/About/SocialMediaWorkshop.aspx)

"Snackable" Video Production Concepts (*Mr. Andrew Finlayson, Sr. VP, Social & Digital Media – SmithGeiger, LLC*)

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Q: What is your preferred mobile app for creating 'on the fly' snackables?
A: As always, it depends on if you are doing a fully produced snackable (captions and editing) or just a short clip of video for the social and mobile platforms.
iMovie is a good all-purpose editing tool and relatively easy and I often start people there. To add captions, try Vont...again easy to use. If you want to do more elaborate items and have a simple store and forward solution, you can try videolicious. I have a number of clients that use that tool for reporter first person or quick reports from the field since it allows you to quickly insert pictures into a voice over. For still images where you want to add words, consider Word Swag...the paid version allows you to import your logos. It won't work on video but the larger universe of snackables also includes GIFs and still images that have been optimized for the social and mobile platforms.

Q: Any idea how to do this in a deployed environment with limited Wi-Fi or on ship with connectivity issues?
A: As long as the phone has sufficient memory (and that is a mistake some make...get a great phone like an iphone S but then cheap out on the memory) you can do a lot on the phone and then use a variety of store and forward apps. Drop box is one...but there are many others that we have seen used with success. I have some clients who like videolicious just for the store and forward capability. Of course a poor connection will result in a long transmission and possible breakage. It may be better to consider how a couple of pictures or a short raw video clip can accomplish some of the goals.
We work with clients to establish password secured hot spots for places where they regularly need to transmit from. That may not be possible in the environments you operate in but there are some very strong satellite uplink solutions that are relatively low cost these days if a connection anywhere on earth is needed. Some are so small they can be done with a small dish you can pack in carry on or you can use some of the satellite phones in data mode for small packets of content.

Q: That was very interesting. So am I to understand that two or three posts a day to avoid spamming your audience is no longer the way to go? We should post snackables and lots of them?
A: Yes. Post as many relevant snackables as you can, BUT use social media filters to target audiences that are actually interested in the information you are sending out.

USAF: Strategic Content Placement (*Capt. Gina McKeen & TSgt Brandy Stocker, USAF Social Media*)

Q: Where can I send images for consideration?
A: Please send them through your chain of command. Or if it is urgent, you can post it to our social media direct.

Overcoming the Digital-News Generation Gap (*Mr. Dan Lamothe, National Security Journalist – Washington Post*)
Q: What advice can you give military SM administrators about sharing info during emergency responses?
A: Social media has become extremely useful and effective during times of crisis, like active shooter situations. From my perspective, it's most helpful when organizations involved communicate effectively, quickly and accurately what they know. Just as importantly, when there are no significant new developments but a situation is still ongoing -- security sweeps after a bomb threat, let's say -- it's helpful to have social media updates that reflect that, too. Keep providing updates every 30 minutes or hour at the minimum until a situation is declared over.

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USN: Strategic Impact through Audience Segmentation (*Mr. Jason Kelly, USN Digital Media Engagement Director*)

Q: Great Presentation on US Navy Social! How big (staffing) is your core social media team?
A: Eight personnel.

Q: Great video examples. Where should we be pulling non-copyright music?
A: The Navy has a contract with Killer Tracks for certain commands/units that qualify.

LinkedIn: Best Practices & Capabilities (*Brett Mikoy & Doug Barszcz*)

Q: I know LI has military groups, and there are online military skills translators. But does LI have a military to civilian resume builder?
A: There are several websites that offer the capability to translate military service to build your resume. Please visit linkedin.com/veterans for more information.

Q: Maybe specifically for the Marine Corps, but with our force being so young, 18-24, and not really looking at themselves as professionals, how do you recommend to really push this for not just recruiting, but internal communication.
A: You've got to change their mindset toward thinking long term. There's value in pulling in retired service members to mentor the younger generation. It all depends on what your specific organization's goals are. LinkedIn is just trying to drive value to its site and highlight your story.

Q: The DoD relies heavily on data. What analytics does LinkedIn provide?
A: Analytics tab is great for pre-set timeframes. Those timeframes don't always coincide w what we're trying to do.

USA: Strategic Engagement Practices *(Ms. Andrea Adkins-Hutchins, OCPA-Social Media)*

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Q: OCPA-Social Media used to publish a Social Media Roundup...any chance that could be reinstated? Who can call into the quarterly teleconference?
A: The Social Media Roundup is still available on SlideShare and the principles are still applicable today. Anyone can call in to the teleconference. Contact Ms. Andrea Adkins-Hutchins for call in information.

Q: I know they just mentioned being formal on our platforms but get more reaction when we respond in a personal manner, is this better than being straight and formal?
A: You can be funny and witty but professional. Be professional.

Q: How many are on your staff?
A: Four (division chief, NCOIC, and two civilians)

Twitter/Periscope: Best Practices & Capabilities (*Mr. Sean Evins, Government & Politics | Twitter*)

Q: How does a Gov Organization go about getting their official Twitter account "Certified"
A: GO through your appropriate points of contact/branch to submit a request.

Q: How do you get a verified account?
A: GO through your appropriate points of contact/branch to submit a request.

Facebook & Instagram: Current & future capabilities (*Aaron Calloway – Facebook & Instagram Client Partner*)

Q: On instagram, do you foresee an ability to offer hyperlink on a post? (ie, photo of aircraft, link to article about aircraft).
A: I cannot say whether Instagram will commit to bringing that capability just yet.