

# **U.S. ARMY PUBLIC AFFAIRS** **ONLINE & SOCIAL MEDIA**

**Andrea Adkins-Hutchins**  
**Social Media Manager**





U.S. ARMY

# U.S. ARMY PUBLIC AFFAIRS



## AGENDA

- ★ Traditional Army Public Affairs
- ★ Modern Army Public Affairs
- ★ Current Public Affairs Environment
- ★ What's Driving The Change
- ★ The Future Of Army Public Affairs
- ★ DINFOS Role In Army Public Affairs



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# TRADITIONAL PUBLIC AFFAIRS OUTLETS



**Switchover**  
Old Post Chapel  
return anticipated  
page 6



**Listening**  
SMA holds town  
hall at Pentagon  
page 3



## Pentagram

Vol. 60, no. 30 August 9, 2013

Published for Joint Base Myer-Henderson Hall



Secretary of Defense Chuck Hagel, seen in this March 15 file photo, announces a reduction in furlough days of civilian employees during a background briefing with media Aug. 6. Hagel signed a memo cutting furlough days for about 650,000 Defense Department civilian employees from 11 to six.

### Hagel announces reduction in civilian furlough days

American Forces Press Service

Hundreds of thousands of Defense Department civilian employees who have had to take a weekly unpaid day off from work since July 8 are getting some relief, Secretary Chuck Hagel announced Aug. 6. Here is the complete text of the secretary's announcement: When I announced my decision on May 14 to impose furloughs of up to 11 days on civil-

ian employees to help close the budget gap caused by sequestration, I also said we would do everything possible to find the money to reduce furlough days for our people. With the end of the fiscal year next month, managers across the DoD are making final decisions necessary to ensure we make the \$37 billion spending cuts mandated by sequestration, while also doing everything possible of to limit damage to military readiness and our workforce. We are joined in this regard by managers in non-defense agencies who

see FURLOUGH, page 8

### Purple Heart celebrates 231 years

On Feb. 22, 1782, the President of the United States was revived. The Purple Heart was established by George Washington, commander-in-chief of the Continental Army, on Aug. 7, 1782. The Purple Heart is only awarded to those who are killed in action or wounded as a result of an enemy's action. Although never awarded during World War I, the Purple Heart was not proposed until 1925.

The Purple Heart was created by the President to honor those who were killed while serving in the United States Armed Forces.

#### Eight facts about the Purple Heart

- 1) Until 1951, the Purple Heart was known as the Badge of Military Merit.
- 2) The three recipients of the Purple Heart during the American Revolutionary War were: Sgt. William Brown, Sgt. William Blythe, and Sgt. William Brantley.
- 3) The Purple Heart was first awarded to George Washington on Aug. 13, 1782.
- 4) In 1931, the Purple Heart was named to recognize those who were killed or wounded in action.
- 5) After its redesign in 1951, the Purple Heart was awarded to George Washington (the original holder of the medal).
- 6) On Dec. 31, 1946, President Roosevelt extended the Purple Heart to include all services.
- 7) The Purple Heart is awarded to those who were killed or wounded in action, and differs from other military medals in that it is awarded to individuals rather than to units or organizations.
- 8) The Purple Heart is awarded to those who were killed or wounded in action, and differs from other military medals in that it is awarded to individuals rather than to units or organizations.

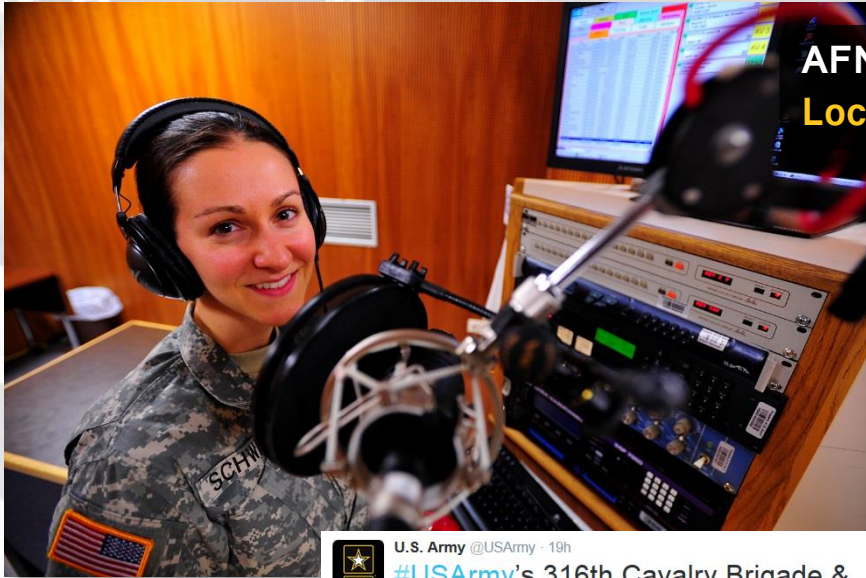
For more information, visit <http://www.purpleheart.com>.





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# MODERN PUBLIC AFFAIRS OUTLETS



AFN / Broadcast  
Local / Base Newspapers

## Digital Media

**WWW.ARMY.MIL**  
THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

Home News Features Media Info Leaders Army Life Join

**Headlines**

- Zika Virus - What is it? What can you do?
- Army Directive 2016-09: Maternity Leave Policy
- Department of the Army announces upcoming deployment
- British and US troops collaborate in technology experiments
- A family's long journey leads 3 brothers to new heights
- First women having 'blast' as combat engineers
- US paratroopers demonstrate TOW system capabilities to Spanish
- A PTSD knockout
- Robots: Eliminating the first contact with an enemy force
- More Army News »

**Social Media**

All Army Social Media

**READY AND RESILIENT**

**Quick Links**

- OPM Data Breach FAQs
- Soldier for Life (SFL) AKO Transition Information
- Join the Army
- Veteran Service Documents
- Military Funeral Honors
- Military Crisis Line (1-800-273-8255)
- FAQs

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**Today's Focus**

Army Gender Integration Implementation Plan

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**Featured Photos**

Army Spotlight

**TRAUMATIC** Brain Injury Awareness

**Energy harvesting innovations lighten Soldier's load**  
The Army is enhancing the Energy Harvesting Assault Pack capability to extend the Soldiers' power supply times and lighten their standard loads. [Read More](#)

**Competition fierce at Army Trials**  
Nearly 100 active-duty and medically-retired Soldier-athletes are vying this week to be one of 45 competitors who will represent Team Army at the... [Read More](#)

**US Army Cyber Command spurs collaboration with industry, academia**  
U.S. Army Cyber Command and Second Army is kicking off new initiatives to help

U.S. Army @USArmy · 19h  
 #USArmy's 316th Cavalry Brigade & @BritishArmy Soldiers team up in technology experiments [go.usa.gov/cfDuH](http://go.usa.gov/cfDuH)



## Social Media



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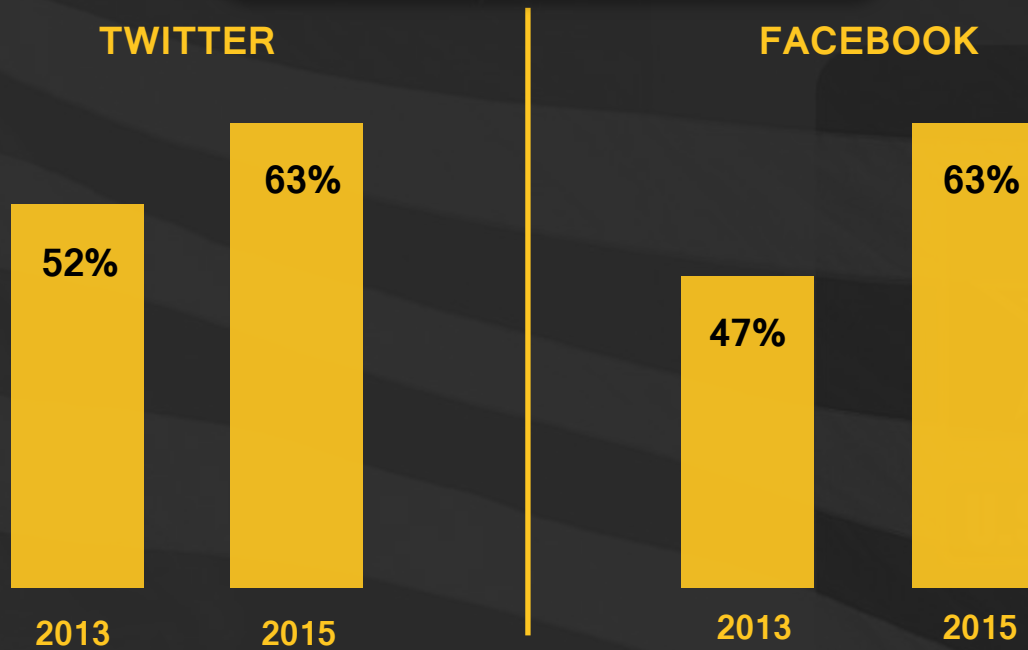
# CURRENT ENVIRONMENT



How people consume news and information **has changed.**

The share of Americans for whom Twitter and Facebook serve as a source of news **is continuing to rise.**

Percentage of users who get their news on Twitter or Facebook





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# JOURNALISTS REPORT NEWS DIFFERENTLY



Journalists Tweet news in real time.



JORGE RAMOS @jorgeramosnews

Here's one list with 47 political prisoners in Cuba. Is Raúl Castro going to free them by tonight?

1	Luisan John Ura	PRISION PROFESIONAL LAS TUNAS	7 years	March 6 2013
2	Ricardo Feliz Frimeta	COMBINADO DE GUANTANAMO	3 years	May 15 2014
3	Eglin Heredia Rodriguez	ROSALES SANTIAGO	5 years	Mar 13 2014
4	Daniel Ernesto Duth Preval	COMBINADO DE GUANTANAMO	2 years	May 15 2014
5	Yoselin Rosabal Flores	COMBINADO DE GUANTANAMO	4 years	Mar 15 2014
6	Amalio Verdecia Diaz	MAR VERDE, SANTIAGO	5 years	Oct 20 2014
7	Mario Rosende Figueroa Diezgu	AGUADORES, SANTIAGO	5 years	Dec 2 2014
8	Mario del Carmen Cala Aguilera	CARCEL DE MUJERES, HOLGUN	Pending	April 24 2015
9	Yosvani Arrostegui	CERAMICA ROJA,	Pending	Feb 8 2015
10	Armenteros	CAMAGUEY		
11	Santiago Carrero Castellano	AGUADORES, SANTIAGO	Pending	July 21 2014
12	Enrique Bartolomé Cámara	MO. S. CAMAGUEY	8 years	July 21 2014
13	Edilberto Arango Alahí	CERAMICA ROJA,	1 year	Sept 27 2011
14	David Fernández Cardona	Buque 8,	10 months	Nov 11 2015
15	Manel Mediacija Ramon	La Granja, Mar Verde	6 months	Nov 11 2015
16	Laudelino Rodríguez Méndez	Granja Boniato	Pending	Nov 5 2015
17	Yosvani Laguerre Hernández	AGUADORES, SANTIAGO	6 months	Nov 5 2015
18	Alvario Serrano Avila	AGUADORES, SANTIAGO	4 years	Oct 12 2015
19	Fernando Isael Peña Tamayo	PRISION PROVINCIAL LAS TUNAS	Pending	Aug 15 2015
20	Leonardo Cobas Pérez	MOSCÚ,	5 years	June 29 2015
21	Silberio Parra Contreras	CONTRAMAESTRE	3 years	-----
22	Dievaldo Rodríguez Acosta	VALLE GRANDE	9 years	April 2 2013
23	Dievaldo Rodríguez Castillo	MAYABQUE	7 years	April 2 2013
24	Mario Alberto Hernández Leiva	VALLE GRANDE	Pending	June 16 2015
25	Orlando Contreras Aguilar	QUIVICAN, MAYABQUE	6 years	June 16 2015
26	Augusto Guerra Márquez	VALLE GRANDE	2 years	Dec 12 2015
27	Reinier Rodríguez Mendoza	SAN JOSE, LA HABANA VIII	2 years	July 31 2015
28	Ernesto Ortega Sarduy	VALLE GRANDE	Pending	Sept 30 2015
29	Isaín López Luna	ISSO	3 years	July 8 2015
30	Walter Pérez Cruz	TACO TACO	8 months	Oct 13 2015
31	Nora Liset Hernández Bullo	MANTO NEGRO	18 months	-----
32	Josely Manuel Dool Fong	ISSO	3 years	Aug 5 2015
33	Alexander Alan Rodríguez	VALLE GRANDE	Pending	July 8 2015
34	Emilio Serrano Rodríguez	VALLE GRANDE	Pending	Oct 22 2015
35	Carlos Amaury Calderín Roca	VALLE GRANDE	3 years	July 8 2015
36	Misael Delgado Romeo	KM 5 Y MEDIO, F DEL RIO	6 years	-----
37	Yosvani Thomas González	COMBINADO DEL ESTE, HABANA	life sentence	-----
38	Elielso Roque Chongo	ARIZA, CIENFEGOS	5 years	Oct 17 2014
39	Alfredo Limonte Rodríguez	ARIZA, CIENFEGOS	2 years	-----
40	José Mariano Bencomo Martínez	EL CAMAJAL, VILLA CLARA	3 years	-----
41	Yaxiel Espino Aceval	ARIZA, CIENFEGOS	4 years	March 29 2014
42	José David González Fomero	NIEVES MOREJON	Pending	-----
43	Mario Morera Jardines	EL CHIVO, VILLA CLARA	3 years	-----
44	Miguel Borrero Vázquez	VALLE GRANDE	Pending	July 31 2015

RETWEETS 1,799 LIKES 1,353



4:52 PM - 21 Mar 2016



Slate @Slate · Mar 1  
Could Crimea become Putin's Waterloo? slate.me/1jJIRFd  
pic.twitter.com/OdvDLVLRPS

Details Reply Retweet Favorite Buffer Instapaper More



Slate @Slate

Follow

@Slate CORRECTION: This photo is of Javier Bardem, and not Vladimir Putin.

Reply Retweeted Favorite Buffer More

RETWEETS 882 FAVORITES 666

70% of journalists use social media to publish news. Only about half of that is fact-checked.

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# WHAT IS DRIVING THE CHANGE?



The average person is on their smart device more than 4 hours a day. **Half of that time is spent on social media.**



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# CITIZEN JOURNALISM



## CONVENTIONAL MEDIA

- ★ BROADCAST
- ★ CABLE
- ★ NEWS PAPER
- ★ MAGAZINES
- ★ SATELLITE, ETC...

Monopoly  
Expensive  
Regulated

## SMART PHONE

- ★ CAPTURES IMAGES (VIDEO, PHOTO)
- ★ CAPTURES AUDIO
- ★ INSTANT TRANSMISSION



Easily obtainable, High mobility,  
Inexpensive, Simultaneous broadcast

For trained  
journalists & public  
affairs **professionals**

**Everyone** is a news source





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# CONNECTING TO OUR AUDIENCE



AUDIENCE



# BECOMING A TRUSTED NEWS SOURCE



By breaking news first, and accurately,  
we can better inform the people.

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Home News Features Media Info Leaders Army Life Join

**Headlines**

- Department of the Army announces deployment of Fort Bragg-based units
- Department of the Army announces upcoming deployments of aviation units
- Zika Virus - What is it? What can you do?
- Army outlines gender integration implementation plan
- Army Directive 2016-09: Maternity Leave Policy
- WASPs: First women in history to fly for Army Air Corps
- 'No. 1 readiness risk is sequestration'
- 'You can't surge character'
- US and Korean soldiers conduct Combined Exploitation Evaluation
- More Army News >

**Featured Photos**

**Army Spotlight**

- Army Emergency Relief**  
A nonprofit organization to relieve distress of members of the Army.
- WASP Pilot: Bernice "Bee" Haydu**

**Social Media**

All Army Social Media

**Quick Links**

- OPM Data Breach FAQs
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- AKO Transition Information
- Join the Army
- Veteran Service Documents
- Military Funeral Honors
- Military Crisis Line (1-800-273-8255)

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**Today's Focus**

Active Component to Reserve Component Program

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**Soldiers**  
THE OFFICIAL U.S. ARMY MAGAZINE

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- FAQ
- U.S. Army A-Z
- Contact Us

**Resources**

- Army Public Affairs
- Public Affairs Portal
- Create
- Features
- RSS

**Legal**

- FOIA
- No FEAR Act
- Privacy & Security
- Accessibility/Section 508
- ISALUTE

**Other**

- Army National Guard
- Army Reserve
- Go Army
- AKO
- Air Force
- Navy
- Marine Corps
- Coast Guard
- Department of Defense
- Joint Chiefs of Staff

ARMY.MIL/CORE

Carrier 9:22 AM

**FEATURED NEWS**

**SEPTEMBER 30, 2015**

**Watervliet Arsenal adds luster, durability to today's howitzers**

**SEPTEMBER 30, 2015**

**Army begins fielding new medical steam sterilizer**

News Videos Photos Social Favorites



U.S. ARMY

# FUTURE OF ARMY PUBLIC AFFAIRS (DINFOS TRAINED KILLERS)



## CONTENT MANAGEMENT: WHAT RIGHT LOOKS LIKE

### Pilot program links Reserve components with active units for training

March 23, 2016

By David Vergun

95 people like this. Be the first of your friends.



WASHINGTON (Army News Service, March 24, 2016) -- Select National Guard and Reserve units will soon train more closely with active Soldiers in a program known as "Associated Units."

#### Related Links

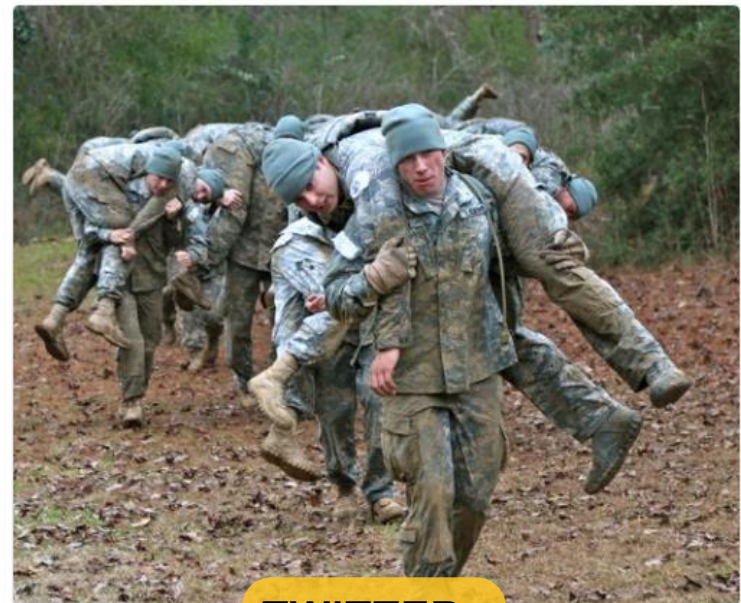
Army.mil: Inside the Army news

**ARMY.MIL**



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Associated units pilot program links @USArmyReserve component w/ active units for training [go.usa.gov/cADyV](http://go.usa.gov/cADyV)



**TWITTER**

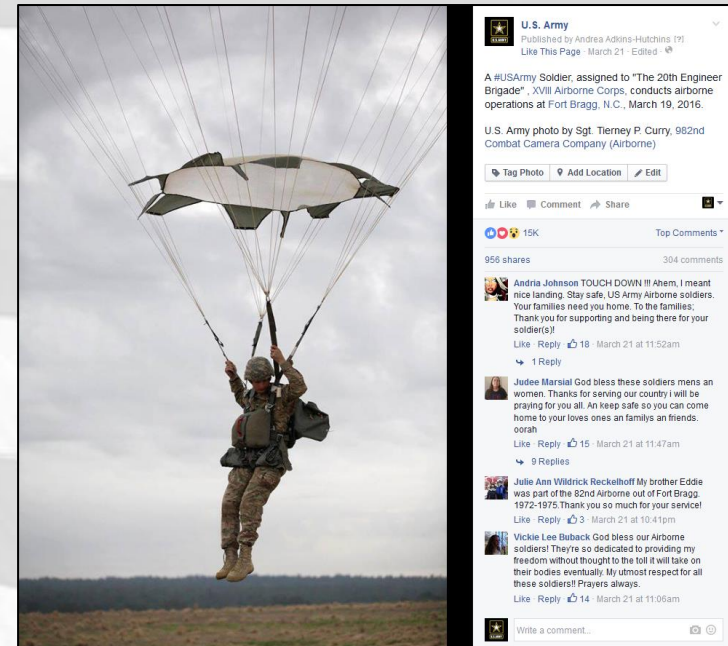


U.S. ARMY

# FUTURE OF ARMY PUBLIC AFFAIRS (DINFOS TRAINED KILLERS)



CONTENT MANAGEMENT:  
WHAT RIGHT LOOKS LIKE



TIMELY - QUALITY  
CONTENT



# FUTURE OF **ARMY PUBLIC AFFAIRS** (DINFOS TRAINED KILLERS)



## CONTENT MANAGEMENT: **WHAT NOT TO DO**

Tweets   Tweets & replies   Photos & videos

 **GA National Guard** @GeorgiaGuard · 20h  
#Soldiers of the Georgia #NationalGuard stand with Evan Oglesby and a group of volunteers while assisting in a... [fb.me/3ACU6M0fg](https://fb.me/3ACU6M0fg)

 **GA National Guard** @GeorgiaGuard · Mar 15  
Congratulations to the 116th Air Control Wing on receiving the 18th Outstanding Unit Award. [fb.me/7Lj6467EO](https://fb.me/7Lj6467EO)

 **GA National Guard** @GeorgiaGuard · Mar 15  
Congratulations to the 116th Air Control Wing on receiving the 18th Outstanding Unit Award. [fb.me/448hpyVIE](https://fb.me/448hpyVIE)

 **GA National Guard** @GeorgiaGuard · Mar 14  
The competition may be over, but be sure to check out these great photos from the Georgia #NationalGuard Andrew... [fb.me/Xg8XEVPPh](https://fb.me/Xg8XEVPPh)

**NO STRATEGY**

Video » B-Roll » Detailed View Like 11 Tv

 **Video: LCAC Offload Operations**

[Operation AFN Daegu](#) 

Video by [Sgt. Mark Brejcha](#) 

**PID: 160311-A-RY947-LCAC\_OFFLOAD\_OPERATIONS**  
**DATE: 11 MAR 2016**  
**VIDEO TYPE: BROLL PACKAGE**  
**PRODUCER: SGT MARK BREJCHA**  
**AFFILIATE/UNIT: AFN DAEGU**  
**RT: 00;03;18;01**

**DESCRIPTION:**

LANDING CRAFT AIR CUSHION (LCAC) ENTERING DOGU BEACH AND OFFLOAD OPERATIONS WITH VEHICLES AND PERSONNEL FROM 31ST MARINE EXPEDITIONARY UNIT IN PREPARATION FOR SSANG YONG 2016. SSANG YONG FAMILIARIZES AMERICAN ARMED FORCES WITH THE KOREAN PENINSULA AND BUILDS UPON THE STRONG PREEXISTING RELATIONSHIPS BETWEEN THE MILITARIES.

Embed code ▼

**TAUGHT BY DINFOS**



# FUTURE OF **ARMY PUBLIC AFFAIRS** (DINFOS TRAINED KILLERS)



THE ONLY CONSTANT:  
**CHANGE**



**U.S. ARMY**



# FUTURE OF **ARMY PUBLIC AFFAIRS** (DINFOS TRAINED KILLERS)



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