

Strategic Content Placement

Optimizing campaign content based on
social media platform

Presented by Capt Gina McKeen and TSgt Brandy Stocker

OVERVIEW



- Intro to AF social media team
- Platforms used by AF social media team
- Trends/audiences
- How we select/plan content for each platform
- Examples of success
- Conclusion/questions & answers



Air Force Social Media Team

Who We Are

Team of six Airmen:

- Ms. Natasha Marsteller – Chief, Air Force Social Media
- Capt Gina McKeen - OIC
- TSgt Brandy Stocker - NCOIC
- TSgt Anthony Nelson
- SSgt Carlin Leslie
- SSgt Whitney Stanfield



Air Force Social Media Team

What We Do

- Air Force SM strategy development, guidance & advice
 - Craft & implement SM strategy for AF corporate pages to achieve senior leader communication objectives
 - Provide SM guidance, advice & training to field/other orgs
- Craft, post & monitor content on corporate AF sites
 - Amplify & communicate command messaging using interesting imagery/visual content
 - Inform, influence, & entertain global audiences across 7 social media platforms
 - Engage/connect with key audiences in a digestible & conversational manner

AF Social Media Platforms & Trends



AF Social Media Platforms & Trends

- Each channel has its own purpose & role
- Understand audiences & their behaviors on each platform
- Select and plan content for that platform
- Use different communication platforms together to support overall communication objectives.





AF Facebook Trends

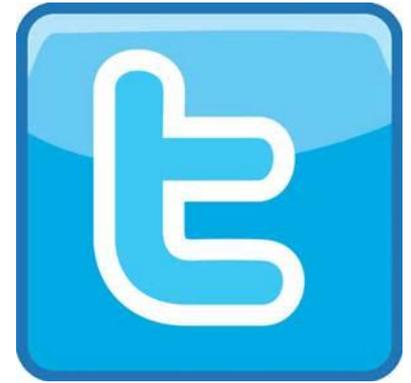
- Largest & most diverse audience
 - More than 75% of Airmen use Facebook monthly*
 - Male/Female ratio
- Active participants skew older
 - AF supporters—proud Veterans, patriotic Americans, military parents & spouses, history & aviation buffs
- Majority access via mobile devices
- Best FB posts:
 - Attention-grabbing
 - Use compelling/relevant visuals (videos do better than still photos)
 - Contain tags to relevant units
 - Include engaging questions or statements



AF Facebook Trends Cont'd

- Best times for engagement:
 - 11 a.m. to 1 p.m. EST & 4 p.m – 6 p.m. EST
Monday-Friday
 - Primetime: 7 p.m.
- Our most popular posts:
 - Caption this
 - Throwback Thursday
 - Sunday Soundoff
 - Airman Pride

AF Twitter Trends



- Best for breaking or timely news & events
- Ideal for real-time engagement:
 - Live Tweeting events
 - Tweet Chats
- Smaller, less diverse audience
- Majority access via mobile devices
- Our most popular posts:
 - Daily 7 a.m. AF heritage posts



AF Instagram Trends

- Ideal for showcasing AF culture & personality
- Big picture storytelling--must have compelling visuals
- Casual platform, younger demographic
- Good for recruiting
- Our fastest growing SM platform
- Strongest posts:
 - Captivating imagery

AF YouTube Trends



- Decline in popularity due to Facebook's native video player
 - Post videos to YouTube, but also post directly onto both Facebook & Twitter. Videos native to the platform do better, especially on mobile
- Types of Videos that do well on our page:
 - Videos about new technology, AF innovations & AF aircraft
 - More personal videos of leadership
 - Behind-the-Scenes, all-access-type videos
 - Engaging, funny or creative videos garner more attention— BuzzFeed-style products

AF YouTube Trends

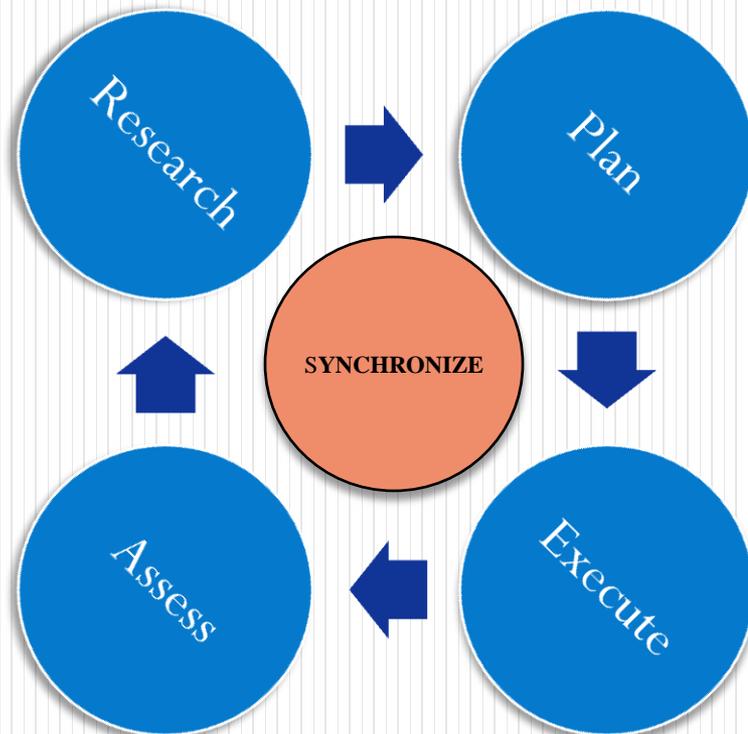


- Shorter videos perform better—45 seconds or shorter = ideal length
- Customized playlists help people stay on AF content, locate what they're interested in
- Great avenue for emerging video trends like 360-degree video
- Great way to feature Airmen & their stories in a personal & appealing way

AF Social Media Platforms & Trends

We consider these trends in conjunction with industry trends & best practices to determine the best types of content to use on each platform. We bring this knowledge into the communication planning process.

Incorporating SM into Strategic Communication Planning



Incorporating SM into Strategic Communication Planning

- Overall Communication Plan:
 - Themes
 - Messages
 - Goals
 - Key Audiences/Publics
- Platforms:
 - Audiences
 - Goals
 - Ideal content

Two fundamental questions:

- *What platforms should I use to meet my communication objectives?*
- *What are the best types of content for those platforms?*

Air Force Narrative

Cultural Level

AIR FORCE IDENTITY (Brand)--Who We Are

Foundational Level

AIRPOWER ADVOCACY--What we do & its value to National Security

SecAF

Priorities

- Taking Care of People
- Balancing Readiness with Modernization
- Making Every Dollar Count

Build, Strengthen & Sustain the Team

CSAF Focus

Area

- Win the Fight
- Strengthen the Team
- Shape the Future

Meet National Security Objectives

Strategic

Imperatives

- Agility
- Inclusiveness

Strategic Vectors

- Provide 21st Century Deterrence
- Flexible Global Integrated ISR
- Full-spectrum Capable, High-End Force
- Multi-domain Approach to 5 Core Missions
- Pursue Game-changing Technologies

Resource for the Future

SM Content

- Curation
 - Be involved in communication planning
 - Coordinate with MAJCOM PAs for products
- Creation
 - Identify additional products needed for SM use
 - Coordinate with editorial, production & digital design teams
- Complete SM plan
 - Research hashtags
 - Outline all known products
 - Decide platform placement
 - Determine posting schedule for duration of campaign
 - Draft & schedule posts
 - Plan for analysis

A little bit more about content

- When coming up with or assessing content we consider:
 - Voice
 - Frequency
 - Tie-ins to existing posts:
 - Heritage
 - Motivation Monday
 - Sunday Soundoff
 - Wisdom Wednesday
 - Other observances:
 - Official holidays and observances
 - Quirky holidays

Example: Tying Operation Desert Storm 25th anniversary to current messages regarding technology, manning levels, etc.

United States Air Force
Published by Brandy Stocker [?] · January 16 · Centreville, VA, United States · *

Winds of the Storm Part 6: Revolutionizing War

Technology during #Desert Storm revolutionized the way we fight our wars today. The Air Force now has game-changing technology to include autonomy, hypersonics, directed energy and nano science that help us stay ready for future challenges our Nation may face.

To view the full documentary: <http://bit.ly/1P4RQTI>

135,308 people reached

Boost Post

Coordinating your plan

- Distribute SM matrix to MAJCOMs/wings
- Keep lines of communication open
- Flexibility is key
 - Update matrix as new info available
 - Adjust campaign accordingly based on real-time feedback and engagement with your target publics
 - That's the advantage of social media—it's interactive and allows you to be responsive

Campaign Example

SAF/PAI Social Media Engagement Matrix as of 56 Juneteenth 2016

HAF Engagements

DATE	TYPE	CHANNEL/ PLATFORM	EVENT / ACTIVITY	OPR/OCR + Subject Matter Expert	AUDIENCE	STATUS
17 Jth 1730	SECAF Campaign Announcement	FB/TW	Posting XXXXXX	SM reo	Airmen, American Public, Advocates and Media	P
47 Jth 1730	CSAF Campaign Announcement	FB/TW	Posting XXXXXX	SM reo	Airmen, American Public, Advocates and Media	P
78 Mth 1730	CMSAF Campaign Announcement	FB/TW	Posting XXXXXX	SM reo	Airmen, American Public, Advocates and Media	P
97 Fth 1745	AF Campaign Announcement	FB/TW	Posting XXXXXX	SAF/PAI SM	Airmen, American Public, Advocates and Media	P
97 Fth 1745	MAJCOMs/Wi ngs	FB/TW	Posting XXXXXX	SM reo	Airmen, American Public, Advocates and Media	P

Other notes about planning content

Lead up: Plan to tease your main campaign push with related soft content.

Trends

- Look for opportunity to use trends
 - Live video
 - Periscope
 - Facebook live
 - Infographics
 - Quotesters
 - Photos
 - Gif graphics
 - Motion graphics
 - Trending hashtags



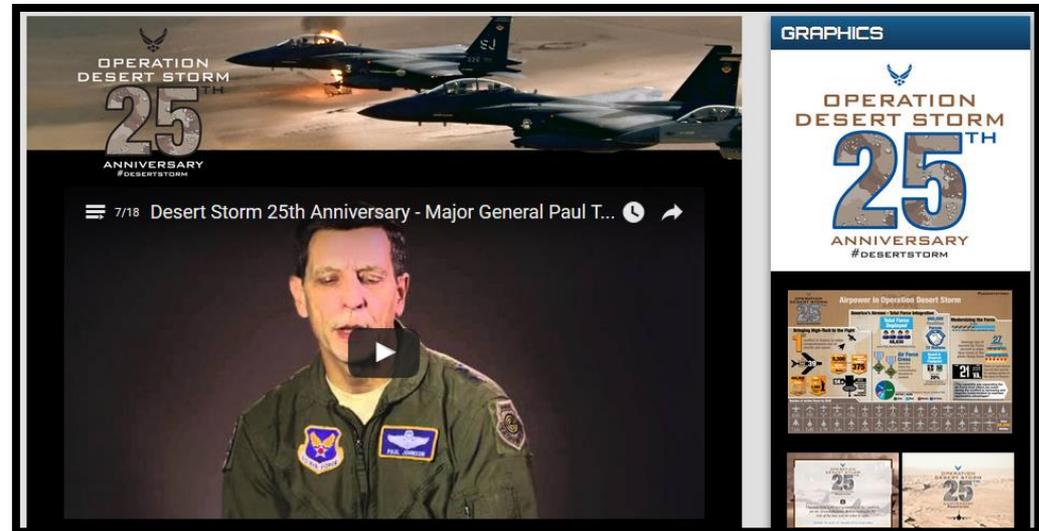
U.S. Air Force @usairforce - Mar 21

#CaptionThis poem edition! Give us your best poem-style caption for this photo. #WorldPoetryDay #AirForce



Implementation

- Engage
 - Monitor posts
 - Answer questions
 - Have PAG available
 - Add info as questions come in
 - Have a conversation
 - Look for critiques/suggestions to improve campaign
 - Modify as appropriate
- Assess
 - Align with goals
 - Be objective
 - Include outside factors



For example



Write a comment...



Andrew Pinson Keep the pics coming, I like to share them with my classes!

Like · Reply · Message · 6 · February 19 at 4:06pm



United States Air Force Andrew, we'll have them every week for you and your class to enjoy. You might want to check out our Instagram page for more great photos. <https://www.instagram.com/usairforce/> (BMS)

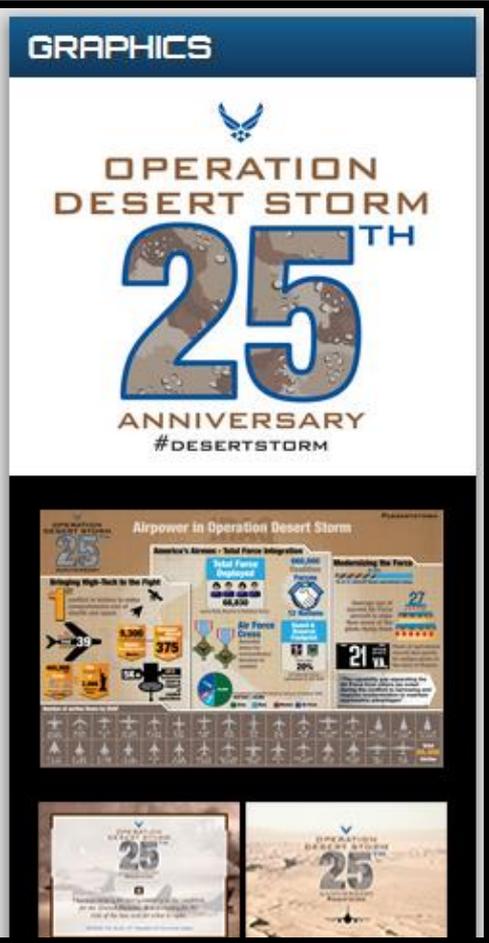


U.S. Air Force (@usairforce) • Instagram photos and videos

INSTAGRAM

Like · Reply · Remove Preview · 10 · Commented on by Brandy Stocker (?) · February 19 at 7:51pm

For example



Assessment

- What data matters?
Think about this when planning.
- Levels of engagement:
 - Level 1: Viewed
 - Level 2: Liked, Commented
 - Level 3: Shared, Tagged
 - Level 4: Sentiment
- Create an after action report
- Use feedback & analysis to refine next campaign
- Use to information to improve daily content

Conclusion

Key Takeaways:

- Planning for each platform audience is key
- Listening to and engaging with your audience increases probability of success
- Assess = future success
- Be flexible
- Know your goals, don't get distracted by the other numbers

Questions?

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