

# *Strategic Impact Through Audience Segmentation*

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*Director, Digital Media Engagement*

*U.S. Navy Office of Information (CHINFO)*



# Strategic Impact Through Audience Segmentation

- Audience segmentation into platforms
- Examples
- Questions and answers



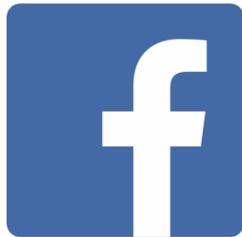
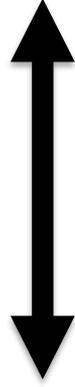
# Strategic Impact Through Audience Segmentation



# Audience Segmentation Into Platforms



*Additional  
social content,  
information  
and context*



# Audience Segmentation Into Platforms



**Demographics**

**Interests**

**Content Consumption**



# Audience Segmentation Into Platforms

Demographics	Interests	Content Consumption
Age	Platform implied	Videos
Gender	Platform specified	Photos
Location	Observations	Links
Desktop vs. Mobile		Updates
		Graphics



# Tier 1: Audience Segmentation Into Platforms



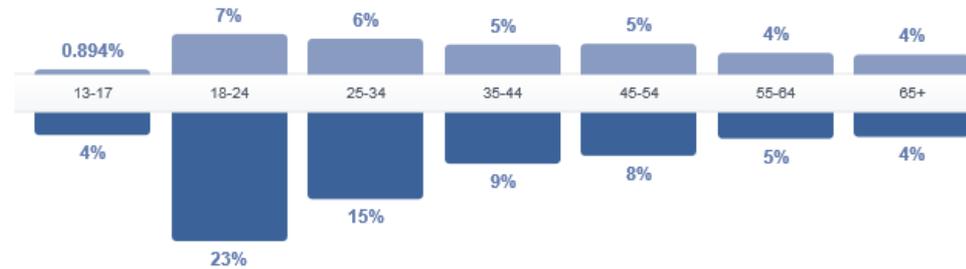
U.S. Navy Facebook has more than 2.5 million fans.

Women

■ 32%  
Your Fans

Men

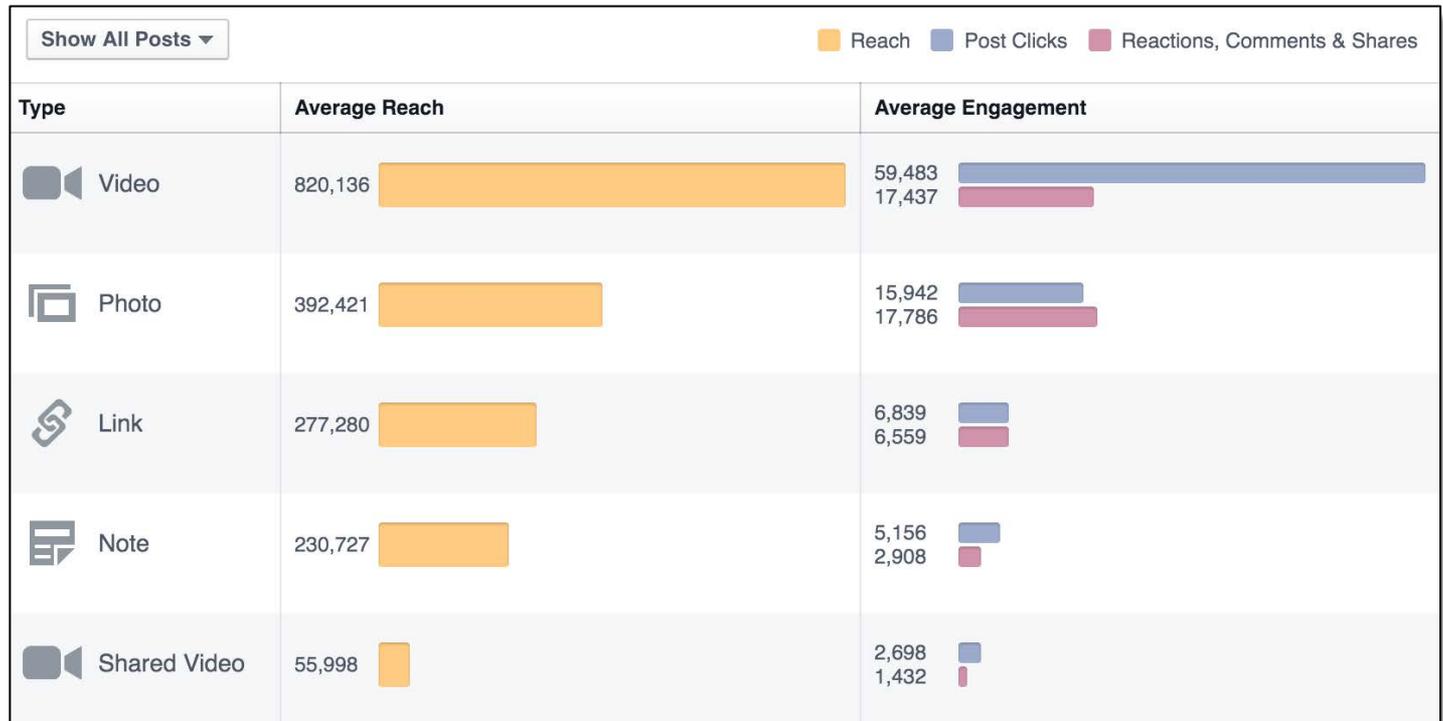
■ 67%  
Your Fans



# Tier 1: Audience Segmentation Into Platforms



U.S. Navy Facebook has more than 2.5 million fans.



# Tier 1: Audience Segmentation Into Platforms



U.S. Navy Twitter has more than 630,000 followers.

Interest name	% of audience
Business and news	77%
U.S. military	73%
Politics and current events	73%



# Tier 1: Audience Segmentation Into Platforms



**U.S. Navy** ✓

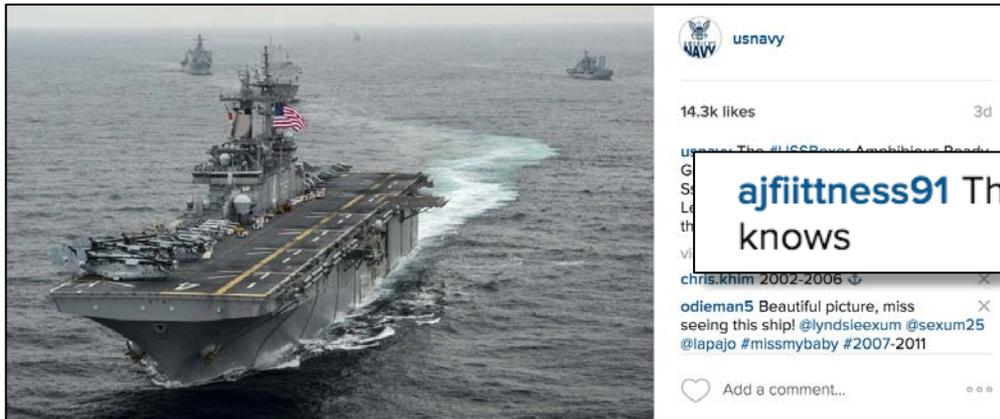
@USNavy

#USSFreedom not on fire. Smoke from start of engines idle since service. MT  
@hudsonriverview: Military ship on fire in San Diego harbor

# Tier 2: Audience Segmentation Into Platforms



U.S. Navy Instagram has more than 360,000 followers.



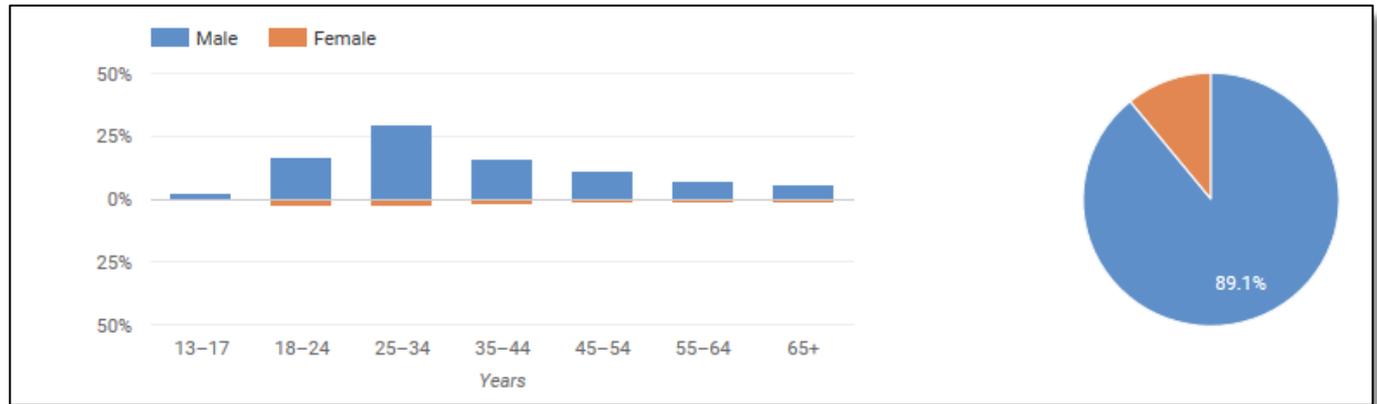
usnavy  
14.3k likes 3d  
usnavy The #USSBataan Amphibious Ready  
G  
S  
L  
th  
v  
ajfiitness91 Thinking about joining who  
knows  
chris.khim 2002-2006  
odiemans Beautiful picture, miss  
seeing this ship! @lyndsieexum @sexum25  
@lapajo #missmybaby #2007-2011  
Add a comment...



# Tier 2: Audience Segmentation Into Platforms



U.S. Navy YouTube has more than 50,000 subscribers.



# Tier 2: Audience Segmentation Into Platforms



## U.S. Navy YouTube's Top Three Videos in 2015

Video	Minutes watched	Views
EMALS Tested aboard PCU Gerald R. Ford (CVN 78)	880,731 (6.3%)	495,756 (5.9%)
U.S. Navy P-8A Poseidon flies over new islands in South China Sea #2	657,120 (4.7%)	266,825 (3.2%)
USS George H.W. Bush (CVN 77) homecoming from Norfolk, Va. Part 1.	575,743 (4.1%)	97,889 (1.2%)



# Tier 3: Audience Segmentation Into Platforms



U.S. Navy

© Around the world, around t... - www.navy.mil · 🐦

Official Pinterest account of the U.S. Navy.

23  
Boards

2.4k  
Pins

80  
Likes

15.1k  
Followers

356  
Following

Meet our Fleet  
U.S. Navy



238



Follow

Views from Sea  
U.S. Navy

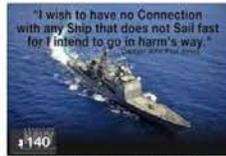


165



Follow

History & Heritage  
U.S. Navy



140



Follow

Navy Fitness  
U.S. Navy



94



Follow

Navy Ethos  
U.S. Navy



98



Follow

Women in the Navy  
U.S. Navy



103



Follow

Navy Celebrates!  
U.S. Navy



101



Follow

Animals who Serve  
U.S. Navy



94



Follow

Cool Navy Video  
U.S. Navy



61



Follow

Places We Go  
U.S. Navy



77



Follow

Navy Patches, Insignia & G...  
U.S. Navy



99



Follow

Navy Food and Flavor  
U.S. Navy



52



Follow

Navy Technology and Inno...  
U.S. Navy



48



Follow

Faces of the Fleet  
U.S. Navy



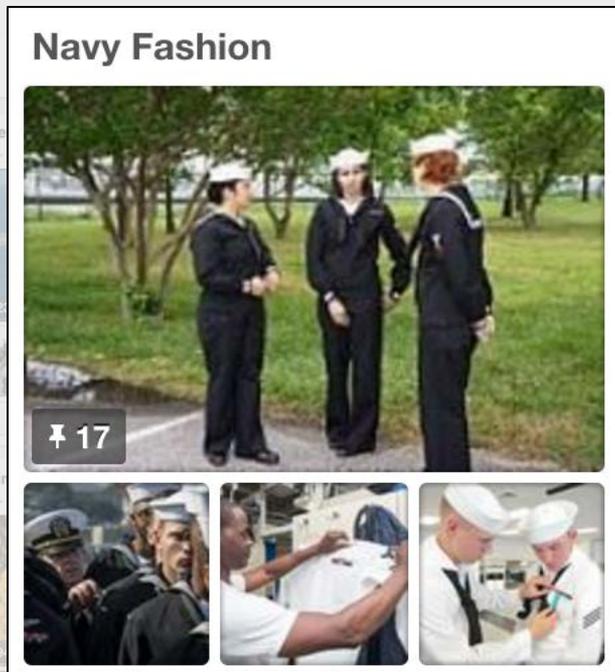
300



Follow



# Tier 3: Audience Segmentation Into Platforms



## NAVY LIVE

THE OFFICIAL BLOG OF THE UNITED STATES NAVY

Home About Inside the Navy 21st Century Sailor Community

### Female Uniform Initiatives - 8 Things to Know

BY U.S. NAVY - JUNE 25, 2015  
POSTED IN: INSIDE THE NAVY, NAVY LIFE, PERSONNEL/PERFORMANCE

From Uniform Matters Office

Several significant female uniform initiatives have been in the press and discussed at all hands calls and events across the Fleet. A "choker" style Service Dress White (SDW) uniform for officers and chiefs, was recently showcased at the U.S. Naval Academy graduation and a Cracker-Jack style Service Dress Blues (SDB) for E6 and below that will appear next year. There are some other Sailor and Fleet requested design improvements for women's uniforms that are in the pipeline.



Information Technician 3rd Class Alyza Marie Santos, left, Electronic Technician 2nd Class Melissa Rheaume and Master-at Arms 2nd Class Ashley Ann Fisher discuss their observation about the new female E6 and below service dress blue uniform prototypes they are testing a part of a preliminary, three-week wear evaluation, May 29, 2014.

#### Here are eight things to know about planned uniform changes:

1. Female uniform changes in the works include a beltless khaki slack for wear with the overblouse; a pencil design skirt in white and khaki, and enlarging the internal pocket of the officer and chief SDB and SDW uniforms to accommodate larger items like cell phones. We are looking at what we can do to shorten the timeline from design to Fleet introduction.

U.S. Navy Twitter Feed

- #USNavy & Japan Maritime Self-Defense Force complete training Exercise #MultiSail - <https://t.co/bkctYsgSB7> <https://t.co/kAg79nNgQm> about 6 hours ago
- Thousands of #USNavy Sailors now board-eligible for chief - <https://t.co/2cBuNW2xJA> <https://t.co/kMUb56fkXC> about 21 hours ago
- No secret here. Name change honors evolution of #USNavy cryptology - <https://t.co/ni0ZqYIPmU> <https://t.co/TTgkkl9xO0> 06:50:42 PM March 11, 2016
- MT @NavyHistoryNews: #OTD in 1845, George Bancroft took office as the 17th #SECNAV. <https://t.co/7V428pmTaS> 03:19:01 PM March 11, 2016
- MT @U.S. Dept of Defense: #OTD in 2011, an earthquake & tsunami devastated parts of #Japan. #OperationTomodachi. <https://t.co/8bOUvfgnDw> 12:24:01 PM March 11, 2016

Follow @usnavy 629K followers

Top Stories

- USS William P. Lawrence Wraps Up OMSI, Rejoins Great Green Fleet March 11, 2016
- Thousands of Sailors now Board-Eligible for Chief March 11, 2016
- Bonhomme Richard Expeditionary Strike Group Begins Exercise Ssang Yong 2016 in the Republic of Korea March 11, 2016

# Tier 3: Audience Segmentation Into Platforms

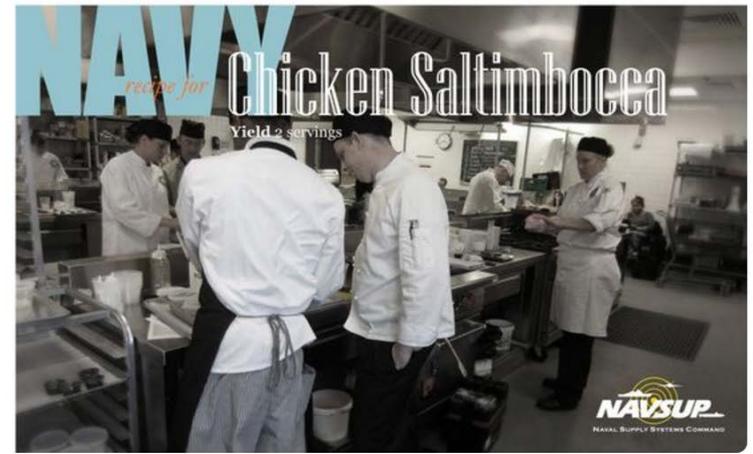


### Chicken Saltimbocca with Mushroom Asparagus and Herb Linguini, Marsala Sauce, Balsamic Gastrique

Yield: 2 each  
 Portion Size: 10 oz  
 Number of Servings: 2

Category: Poultry

Step	Ingredients	Weight	Measure	Method
1	Flour, AP		1 cup	Combine ingredients together and mix well, knead dough until smooth, about 3-4 minutes. Wrap the finish dough with plastic wrap and let it rest for 5-10 mins.
	Egg, White		1 each	
	Egg, Yolk		1 each	
	Olive Oil, Extra Virgin		1/2 fl oz	
	Salt		pinch	
2	Chicken breast, boneless/skinless (6oz)		2 each	Brush the chicken breast with egg white, season with salt and pepper, place two sage leaves on each chicken breast, wrap the chicken breast with 2 slice of prosciutto each.
	Egg white, slightly beaten		1 each	
	Sage leaves, fresh		4 each	
	Prosciutto, thinly sliced		4 each	
3				Heat sauté pan with small amount of oil and sear the chicken ham all around. Place pan in oven and cook until internal temperature reaches 165F or until chicken is done.
4				Dust the table with flour and unwrap the dough and roll flat to fit into a pasta roller. Roll through pasta roller to a desired thickness, rest for 5 minutes. Cut into desired shape or pass through a pasta cutter.
5	Olive oil, Extra virgin			Sauté minced onion, garlic, mushrooms and chopped sage to a sauté pan. Add wine and simmer it. Add chicken stock to the pan and keep simmering it till it reduces to a desired amount. Add heavy cream keep simmering till the sauce thickens up. Add salt pepper for taste, finish by swirling in the butter.
	Shallots, minced	1/2 oz	1 Tbsp	
	Garlic, fresh, chopped	1/2 oz	1 Tbsp	
	Mushrooms (creole)	2 oz		
	Wine, Marsala		1/2 cup	
	Stock, Chicken		1 1/2 cup	
	Heavy Cream		2 fl oz	
Butter, cold, chunks	1/2 oz			

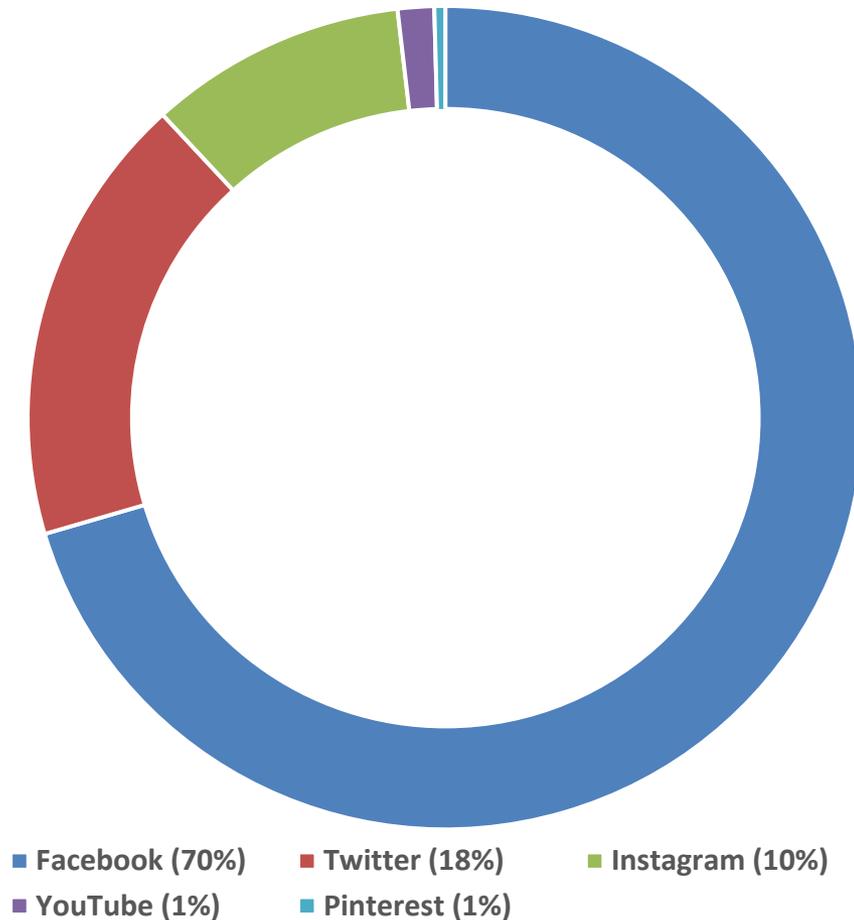


Saved by U.S. Navy

Visit

# Audience Segmentation Into Platforms

Organic Audience\*



\*Weekly reach consistency exceeds organic audience.

- Facebook
  - Community-based content
- Twitter
  - Real-time news and information
  - Trending conversations

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- Instagram
  - Younger audience
  - Navy platforms and action
- YouTube
  - Navy platforms and action

---

- Pinterest
  - Female audience
  - Repurposed content into boards



# Audience Segmentation Into Platforms

## U.S. NAVY

CHINFO  
Medal of Honor

How did people engage on Facebook?

**Total Views: 11,579,722**  
**Total Engagement: 304,738**

**Video State**

U.S. Navy Medal of Honor Recipient Closes NYSE  
(10-second views = 26,366)  
Average % Completion = 74%

**Interview Video**  
SEAL Recounts Actions Leading to Medal of Honor  
(10-second views = 211,447)  
Average % Completion = 11%

**White House Video**  
President Obama Presents Medal of Honor to Navy SEAL  
(10-second views = 309,852)  
Average % Completion = 46%

**Audience Comments**

- Wade Reid Knoch: valiant Navy SEAL
- Dianne DeMo Me: a hero. Thank you
- Juliet Gomez-Car: Thank you for your comments on the majority of America
- Jim Donovan Cor: Thank you for your comments on the majority of America
- Cathy Donovan W: and actually see at Warlike Operator
- Vicki Eccard My: when I was born. Thank you to our SEALs
- Daniel Baumann: Operator (SEAL) comment you are keep all of you

## U.S. NAVY

CHINFO D  
Medal of Ho

Listening... What are people saying about Medal of Honor?

**Radian6 Analysis**

According to a Radian6 analysis of digital media, conversations about SNA peaked on February 29th during the White House ceremony of POTUS presenting the Medal of Honor to Senior Chief Edward Byers, #MedalOfHonor, SEAL presents, and #USNavy.

How did people engage on Navy Live?

**Total Views: 15,743 | Average Time On Page: 1:14**

How did people engage on Twitter?

**Total Views: 978,658**  
**Total Engagement: 37,331**

**NYSE Video**  
(25% completion views = 8,144)  
U.S. Navy @USNavy  
Watch #USNavy #Medal of Honor Senior Chief Edward Byers' Friday clip on @NYSE's Friday clip

Watch as this #USNavy SEAL describes the mission he'll receive the #MedalOfHonor for at @WhiteHouse today

## U.S. NAVY

CHINFO DIGITAL MEDIA  
Medal of Honor 2016 Report

How did people engage on YouTube?

**Total Views: 73,638**

SEAL recounts actions leading to Medal of Honor  
(30-second views = 60,714)

Navy SEAL Receives Medal of Honor  
(30-second views = 11,075)

**How did people engage on Instagram?**

**Total Likes: 26,887**  
**Total Comments: 374**

Senior Chief Edward G. Byers Jr. is inducted into the Hall of Heroes.  
(30-second views = 7,747)





# Examples

## Big Navy

- Facebook Q&A with NASA astronauts
- CVN 78/Ford class
- Silent Service Infovideo
- #ArmyNavy Football Game
- Memes

## Big Navy + Commands

- Blue Angels Super Bowl Flyover
- U.S. Women's Soccer Finals
- The Last Ship



# Facebook Q&A With NASA Astronauts

 **U.S. Navy** started a Q&A.  
June 23, 2015 ·

#USNavy pilot and NASA - National Aeronautics and Space Administration Astronaut Captain Butch Wilmore and Commander Reid Wiseman, as seen here when they were in space, are taking your questions about life as a Sailor astronaut!

Ask your questions below and stay tuned later in the week to watch their video answers.



# Facebook Q&A With NASA Astronauts

 **U.S. Navy** started a Q&A.  
June 23, 2015 ·

#USNavy pilot and NASA - National Aeronautics and Space Administration  
Astronaut Captain Butch Wilmore and Commanding Officer Scottoblynn  
here when they were in space, are taking your questions as seen  
Sailor astronaut!  
Ask your questions below and stay tuned later for  
video answers.



**Brianna Green** What was your job in the navy and how did it help you as an astronaut?

6 · Like · Reply · June 23, 2015 at 12:44pm

View 1 more reply



**U.S. Navy** Brianna, watch NASA - National Aeronautics and Space Administration Sailor astronauts answer YOUR question!  
<http://bit.ly/1fJtZZe>



U.S. Navy Sailor  
Astronauts Q/A #1

YOUTUBE.COM



# Facebook Q&A With NASA Astronauts



# Facebook Q&A With NASA Astronauts

 **U.S. Navy** ✓  
June 29, 2015 ·

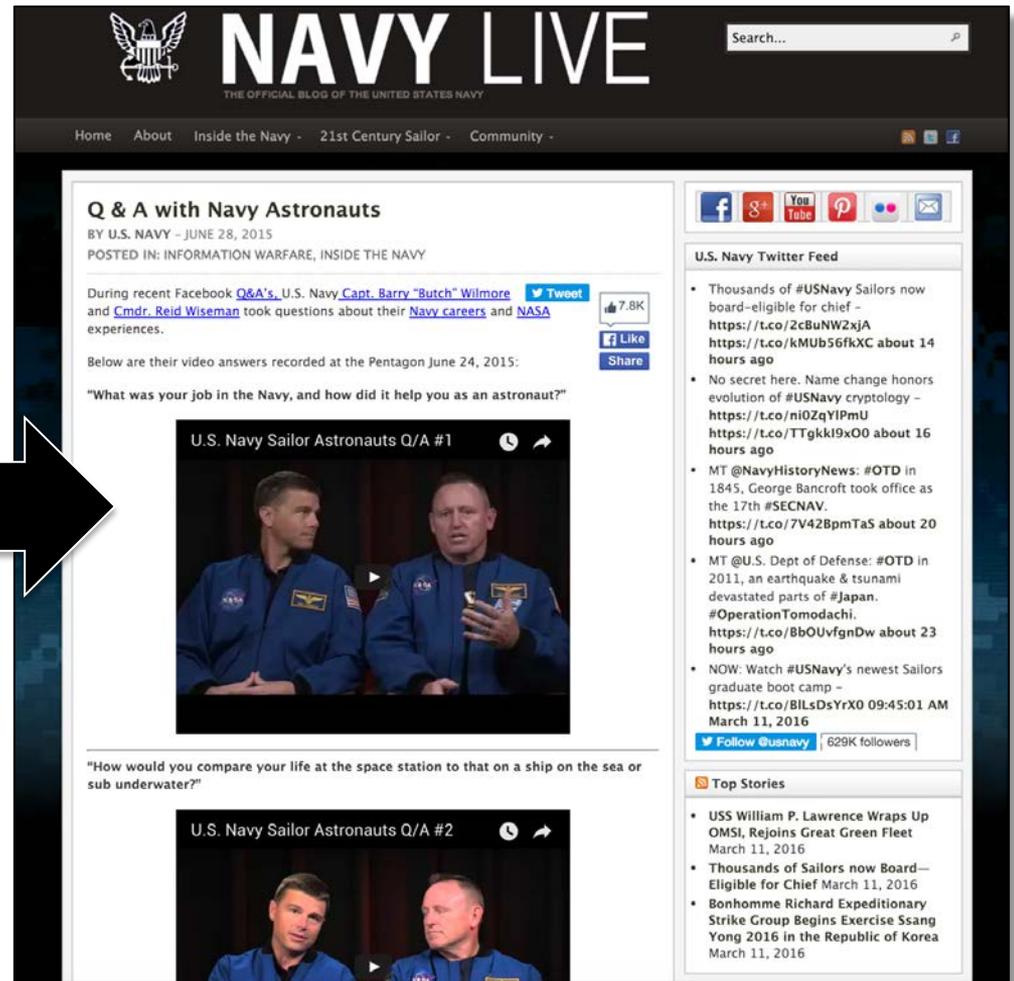
From carrier landings to re-entry, to their #USNavy careers, and more, NASA - National Aeronautics and Space Administration astronauts Capt. Barry "Butch" Wilmore and Cmdr. Reid Wiseman answered our Facebook fan questions.

Watch at <http://1.usa.gov/1RK0fav>.



**Q & A with Navy Astronauts | Navy Live**  
During recent Facebook Q&A's, U.S. Navy Capt. Barry "Butch" Wilmore and Cmdr. Reid Wiseman took questions about their Navy careers and NASA

NAVYLIVE.DODLIVE.MIL



**NAVY LIVE**  
THE OFFICIAL BLOG OF THE UNITED STATES NAVY

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### Q & A with Navy Astronauts

BY U.S. NAVY - JUNE 28, 2015  
POSTED IN: INFORMATION WARFARE, INSIDE THE NAVY

During recent Facebook Q&A's, U.S. Navy [Capt. Barry "Butch" Wilmore](#) and [Cmdr. Reid Wiseman](#) took questions about their [Navy careers](#) and [NASA](#) experiences.

Below are their video answers recorded at the Pentagon June 24, 2015:

"What was your job in the Navy, and how did it help you as an astronaut?"

U.S. Navy Sailor Astronauts Q/A #1

"How would you compare your life at the space station to that on a ship on the sea or sub underwater?"

U.S. Navy Sailor Astronauts Q/A #2

U.S. Navy Twitter Feed

- Thousands of #USNavy Sailors now board-eligible for chief - <https://t.co/2cBuNW2xjA> <https://t.co/kMUb56fkXC> about 14 hours ago
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- MT @NavyHistoryNews: #OTD in 1845, George Bancroft took office as the 17th #SECNAV. <https://t.co/7V42BpmTaS> about 20 hours ago
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- NOW: Watch #USNavy's newest Sailors graduate boot camp - <https://t.co/BLsDsYrX0> 09:45:01 AM March 11, 2016

Follow @usnavy | 629K followers

Top Stories

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# CVN 78/Ford Class

U.S. Navy  
@USNavy

Follow @USNavy 10A-2P ET today as we share #DYK facts about CVN 78 & #USNavy's Ford class.



U.S. Navy  
@USNavy

Did you miss one of our #DYK facts today about CVN 78 and #USNavy's Ford class? Catch up at [1.usa.gov/1OQ0wbi](http://1.usa.gov/1OQ0wbi)

**NAVY LIVE**  
THE OFFICIAL BLOG OF THE UNITED STATES NAVY

Home About Inside the Navy - 21st Century Sailor - Community -

### 5 Things You Might Not Know About CVN 78/Ford Class

BY U.S. NAVY - AUGUST 4, 2015  
POSTED IN: AVIATION, INSIDE THE NAVY

Test your knowledge about CVN 78 and the Ford-class of aircraft carriers with these five things that you may not know:

- 1) USS Gerald R. Ford (CVN 78) is the lead ship in the Ford-class of aircraft carrier, the **first new class in more than 40 years**. CVN 78 will be delivered in spring of 2016 as the fleet numerical replacement to CVN 65 (USS Enterprise). Follow on Ford class carriers will begin the phased replacement of Nimitz-class carriers.

**NORFOLK** (Nov. 17, 2013) The aircraft carrier Pre-Commissioning Unit (PCU) Gerald R. Ford (CVN 78) is moved to Pier 3 at Newport News Shipbuilding. The ship will undergo additional outfitting and testing for the next 28 months. (U.S. Navy photo courtesy of Huntington Ingalls Industries by Chris Oxley/Released)

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# CVN 78/Ford Class

 **U.S. Navy** ✓  
September 28, 2015 ·

Test your knowledge about CVN 78 and the Ford-class of aircraft carriers with these five things that you may not know...



**5 Things You Might Not Know About CVN 78/Ford Class | Navy Live**

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 **NAVY LIVE**  
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Search...

**5 Things You Might Not Know About CVN 78/Ford Class**

BY U.S. NAVY - AUGUST 4, 2015  
POSTED IN: AVIATION, INSIDE THE NAVY

 Tweet  12K  Like  Share

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# CVN 78/Ford Class



**Twitter Impressions:**  
320K



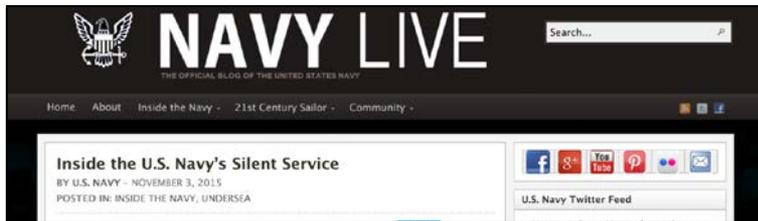
**Facebook Reach:**  
497K



# Silent Service Infovideo



# Silent Service Infovideo



# #ArmyNavy Football Game



March 29, 2016



# #ArmyNavy Football Game

**U.S. Navy** December 4, 2015 · 🌐

United States Naval Academy's hand-painted football helmets for the #ArmyNavy Game recognize seven types of your #USNavy's ships. As we get closer to our 14th win over the U.S. Army, we're sharing how those ships and their Sailors protect and defend America. Today: Our submarines (with an awesome video!)



**#ArmyNavy Game: Our Navy's Subs and USNA's Wide Receivers | Navy Live**

NAVYLIVE.DODLIVE.MIL



## NAVY LIVE



***Predominantly utilized as blockers, wide receivers play a key role in driving the Navy rush attack, taking on a stealth-like persona as they blend into the rhythm of the offense but bring significant fire power when called upon, just like a naval submarine.***

For our enemies, America's Navy is a frightening adversary. At any moment, our submarine force is patrolling the deep, anywhere our subs needed.

They can operate in any environment, from the icy seas of the Arctic to the deep oceans of the world. Our submarines can accomplish a variety of missions, including long-range missile attacks, special forces delivery, anti-ship and submarine warfare, and many top secret missions.

Watch about our Silent Service in this video.



Join the conversation on social media using #ArmyNavy.

***as they blend into the rhythm of the offense but bring significant fire power when called upon, just like a naval submarine.***

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**Headlines From Around The Fleet**

- NAVSCIATTS Graduates 60 International Students Representing 21 Partner Nations March 11, 2016
- Remembrance Ceremony for 2011 Great Tohoku Earthquake Victims Held at Commander U.S. Fleet Activities Sasebo March 11, 2016
- US Navy, JMSDF Complete Annual Bilateral Training Exercise Multi Sail 2016 March 11, 2016
- NAVEUR Commander Meets with Senior Defense Officials in Norway March 11, 2016
- USS Emory S Land Visits Sasebo March 11, 2016
- Navy Region Singapore Recognizes Women's History Month March 11, 2016
- 30th NCR Partners with ROK Seabees for Foal Eagle March 11, 2016

**Links**

- **Accessibility/Section 508**
- Thousands of Sailors now Board—Eligible for Chief March 11, 2016
- Bonhomme Richard Expeditionary



# Memes

 **Be like Bill**  
January 23 · 🌟

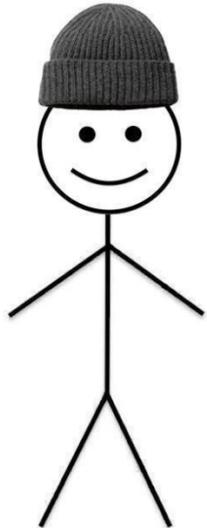
Be like Bill enjoys his meal instead

**This is Bill**

**Bill does not take pictures of his meals and whatever he eats and post them on Facebook, because he knows - nobody cares.**

**Bill is smart.**

**Be like Bill.**



 **U.S. Navy** ✓  
January 25 · 🌐

Be like this #USNavy Sailor because OPSEC is everyone's responsibility and only takes a minute.

For more, check out Naval Operations Security (OPSEC)'s Facebook page at <https://www.facebook.com/NavalOPSEC>.

**This is a U.S. Navy Sailor.**

**This Sailor is on social media.**

**This Sailor doesn't share sensitive information.**

**This Sailor practices OPSEC.**

**This Sailor is smart.**

**Be like this Sailor.**





# Blue Angels Super Bowl Flyover

 **U.S. Navy**  
February 10 · 🌐

Must see video!

Go inside the cockpit for the U.S. Navy Blue Angels' Super Bowl 50 flyover from takeoff to landing.

To see how you can experience the Blue Angels in person, visit <http://1.usa.gov/20Ws6Lb>.



LIVE  
#Blue  
peri

-1:31



# U.S. Women's Soccer Finals



Total Facebook Reach on Facebook.com/USNavy:  
1.8M

Total Twitter Impressions for @USNavy:  
508K



# The Last Ship

 **U.S. Navy** June 21, 2015 ·

We talk a lot about #USNavy firsts (humble brag – we’ve had a lot), but with the season premiere of *The Last Ship*, we thought we would take a different approach.

We’re highlighting our #TheLastShip too...



The U.S. Navy’s “Last” Ships | Navy Live

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THE OFFICIAL BLOG OF THE UNITED STATES NAVY

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## The U.S. Navy’s “Last” Ships

BY U.S. NAVY - JUNE 19, 2015  
POSTED IN: COMMUNITY, HISTORY & HERITAGE

By Sandy Gall  
Naval History and Heritage Command, Communication and Outreach Division

We talk a lot about Navy’s firsts (humble brag – [we’ve had a LOT](#)) but with the premiere of *The Last Ship* coming up, we thought we take a different approach. Today, we’re paying homage to Navy’s “lasts!”

- The LAST SHIP in commission from the [War of 1812: USS Constitution](#). Currently, the world’s oldest commissioned warship afloat is undergoing [restoration](#), but it’s still open for visitors.



BOSTON (Aug. 29, 2014) USS Constitution sets sail in Boston Harbor during the ship’s second and final chief petty officer heritage week underway demonstration of 2014.

U.S. Navy Twitter Feed

- #USNavy & Japan Maritime Self-Defense Force complete training Exercise #MultiSail - <https://t.co/bkctY5gsB7> <https://t.co/kAg79nNgQm> about 2 hours ago
- Thousands of #USNavy Sailors now board-eligible for chief - <https://t.co/2cBuNW2xJA> <https://t.co/kMU56fkXC> about 17 hours ago
- No secret here. Name change honors evolution of #USNavy cryptology - <https://t.co/ni0ZqYIPmU> <https://t.co/TTgkkl9x00> about 20 hours ago
- MT @NavyHistoryNews: #OTD in 1845, George Bancroft took office as the 17th #SECNAV. <https://t.co/7V428pmTaS> 03:19:01 PM March 11, 2016
- MT @U.S. Dept of Defense: #OTD in 2011, an earthquake & tsunami devastated parts of #Japan. #OperationTomodachi. <https://t.co/BbOUvfgnDw> 12:24:01 PM March 11, 2016

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- USS William P. Lawrence Wraps Up OMSI, Rejoins Great Green Fleet March 11, 2016
- Thousands of Sailors now Board—Eligible for Chief March 11, 2016



# The Last Ship

 **U.S. Navy**  
@USNavy

Join us tonight 9P ET as we live tweet #USNavy facts during #TheLastShip

 **U.S. Navy**  
@USNavy

#USNavy has a lot of firsts! But we also have a lot of historic #TheLastShip to...  
1.usa.gov/1Gf1CeU



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# The Last Ship

 **U.S. Navy** ✓  
@USNavy

#USNavy Fact: Destroyers are fast & provide multi-mission offensive & defensive capabilities, independently or in fleet support #TheLastShip

 **U.S. Navy** ✓  
@USNavy

#USNavy Fact: Our Sailors protect and defend America. #TheLastShip



 **U.S. Navy** ✓  
@USNavy

#USNavy Fact: We have 272 deployable Battle Force Ships: [1.usa.gov/1bXPOyu](http://1.usa.gov/1bXPOyu) #TheLastShip



# Conclusion



- Know your audiences
- Have different platforms for different purposes
- Create families of content
- Integrate social and digital media



# Questions and Answers

