



Social Media Roundup

Social Media for Family Readiness Groups

Using social media to keep families connected



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Agenda

This week's Social Media Roundup will discuss how Family Readiness Groups and Army families are using various social media platforms to stay connected.

- Introduction
- Why use social media?
- Social media in Family Readiness Groups
- Operations security
- Social media guidance for Family Readiness Groups



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Keeping families connected



- Family Readiness Groups are crucial to keeping Army family members up-to-date on events and activities.
- Only a few years back, Family Readiness Group coordinators were forced to try and accommodate dozens of schedules when scheduling meetings. Now, instead of relying on meetings, information can be distributed through social media channels.
- Today, social media not only takes the pressure off family readiness coordinators, but it provides a place for Army spouses to connect.



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Why use social media?

What Family Readiness Groups can gain by using social media



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Why use social media?



- More and more Family Readiness Groups are using social media to connect with Army Spouses, eliminating the need for people to run from physical location to location trying to find out what's going on at an installation.
- Family Readiness Groups can use social media platforms to pass information to Army spouses, plan fundraising events, post photos, provide helpful resources while also providing forums for conversation.
- Social media can take family readiness group meetings out of the conference room and bring them straight to an Army spouse's computer.



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Social media in Family Readiness Groups

Examples of how Family Readiness Groups are using social media



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Social media in Family Readiness Groups

- Family Readiness Groups are using Facebook more and more to connect with their community.
- Facebook can be a one-stop-shop for any Family Readiness Group.
- In Facebook, Family Readiness Groups can plan meetings, post resources, start discussions and post photos.
- When setting up a Family Readiness Group Facebook page, make sure to reference the standard operating procedure regarding official U.S. Army external online presences.
<http://slidesha.re/dkQ7u1>

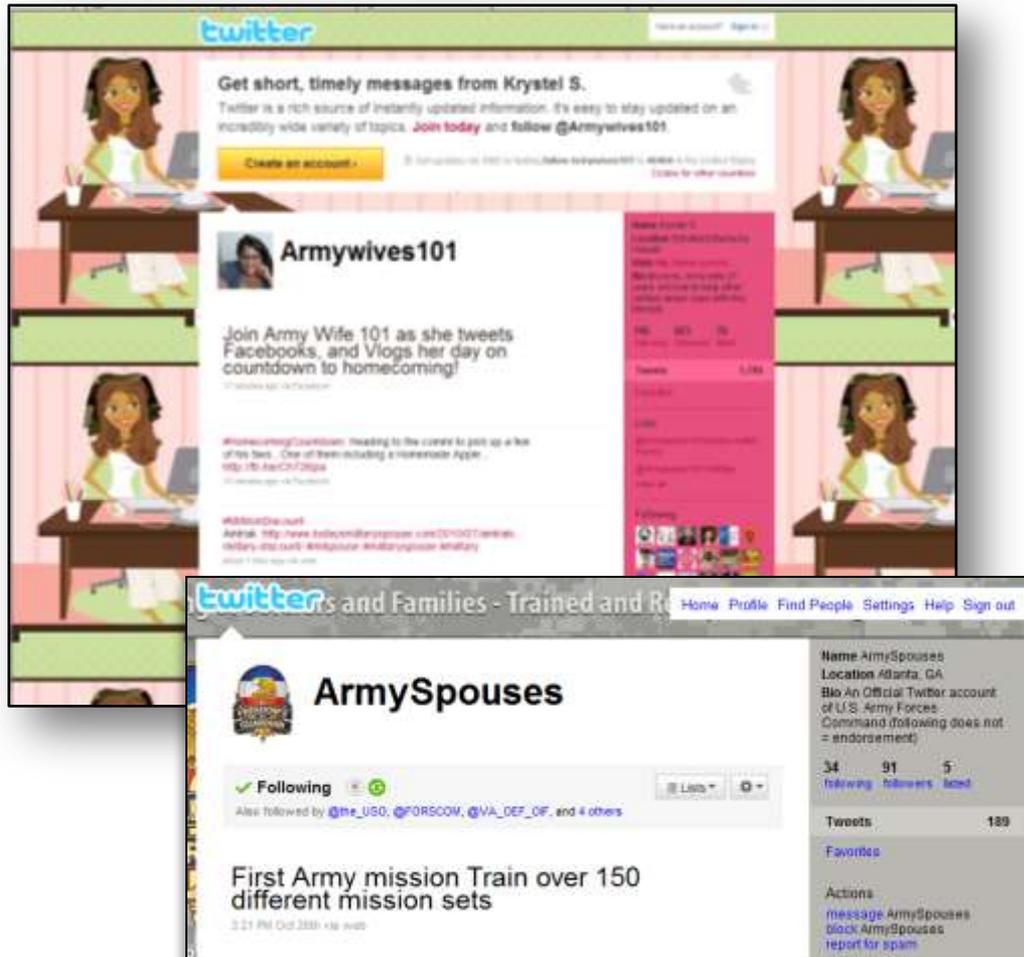


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Social media in Family Readiness Groups



- Twitter is being used more to help Family Readiness Groups distribute resources and information in a quick and timely manner.
- Many individuals now check their Twitter feed to keep up with the most current information.
- By encouraging Army Families and Army spouses to follow a Twitter account, it allows the Family Readiness Group to quickly distribute information to a large group of people. It can be easier than using a phone tree or scheduling a monthly meeting.



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Social media in Family Readiness Groups

- Blogs are quite common in the Family Readiness Group and Army spouse community.
- Blogs serve a unique and important purpose for Army Families. While Twitter and Facebook allow users to quickly distribute abbreviated content, blogs allow users to write without length restrictions.
- Blogs allow space for spouses to speak in more detail about their experiences living in an Army home. These blogs help create a community of support.



Operations security

Keeping operations security in mind when using social media



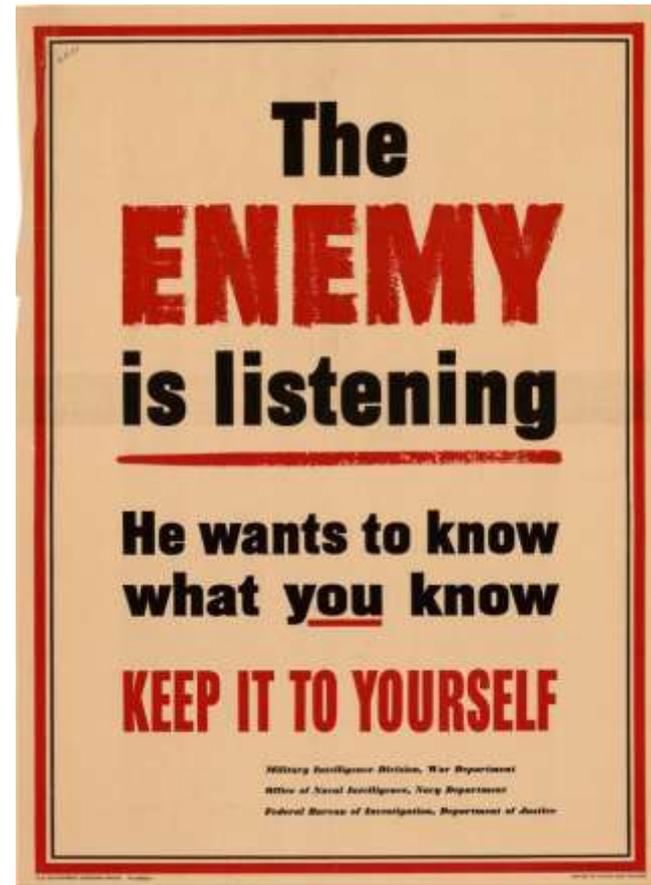
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- Social media is a great tool for Family Readiness Groups and Army family members to stay connected, but operations security should always be the primary concern when using social media.
- Family Readiness Groups, Army spouses and Army Family members need to be aware of the fact that posting sensitive information can be detrimental to Soldier safety.
- Ensure that information posted online has no significant value to the enemy. Always assume that the enemy is reading every post made to a social media platform.
- And while it's a big part of Army life, do not speculate about future missions.

Operations security



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FRG OPSEC

Items **authorized** to discuss on social media platforms

- Pride and support for service, units, specialties, and service member
- Generalizations about service or duty
- General status of the location of a unit (“operating in southern Afghanistan” as opposed to “operating in the village of Hajano Kali in Arghandab district in southern Afghanistan”)
- Any other information already in the public domain posted by official sources



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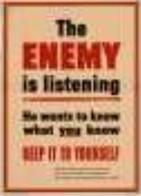
FRG OPSEC

Items **not authorized** to discuss on social media platforms

- Descriptions of overseas bases
- Unit morale
- Future operations or plans including deployment dates
- Results of operations
- Discussions of areas frequented by service members overseas
- Daily military activities and capabilities
- Technical information
- Details of weapons systems
- Equipment status
- APO addresses for units



SMA Kenneth O. Preston Remember Operations Security in everything you do, whether it is chatting with friends on Facebook or preparing for a deployment.



OPSEC slips can slay Soldiers, says SMA
www.army.mil

Sharing what seems to be even trivial information online can be dangerous to your loved one and the fellow Soldiers in their unit -- and may even get them killed.

December 6 at 12:38pm · Share



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Social media guidance for Family Readiness Groups

Things to keep in mind when setting up a social media presence



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FRG social media guidance

- It's important that all Family Readiness Groups with a social media presence review and abide by the standard operating procedure for official U.S. Army external online presences.
- Train friends, spouses and Army families on basic operations security to include what can and can't be posted.
- Always ask permission before posting personally identifiable information on-line.
- Be careful of using location-based services that make your location public.
- If you aren't comfortable placing the same information on a sign in your front yard, don't put it online.



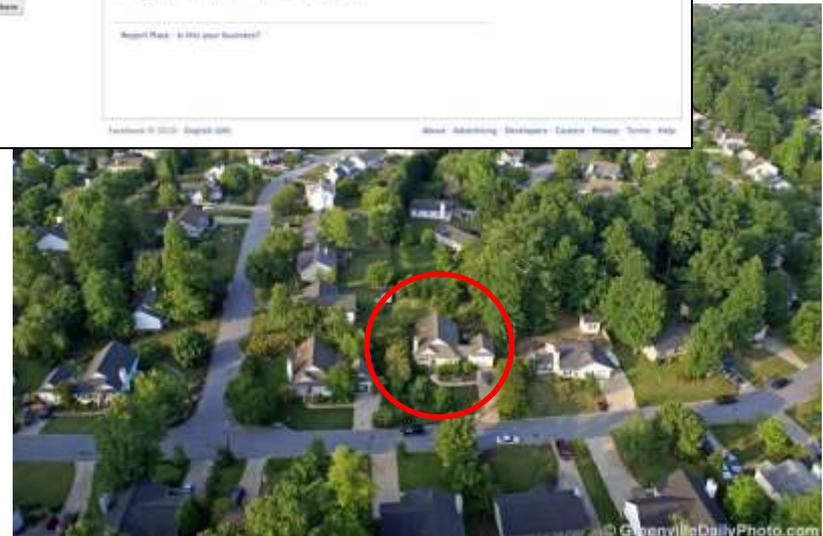
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FRG social media guidance

- Avoid posting personally identifiable information.
- “Real” friends already know your name and the name of your children, so there is really no reason to post that information on Facebook.
- Personally identifiable information can be aggregated by the enemy to create a bigger picture.
- By combining the Facebook network you belong to, the school your kids go to, the events you attend and the photos you post, it doesn't take much to find the exact location of your house.



Summary

- Social media use is becoming the standard across a lot of Army organizations. Family Readiness Groups are using social media platforms to pass information to Army spouses, plan fundraising events, post Family Readiness Group photos, provide helpful resources and provide forums for conversation.
- There are a variety of social media platforms that Family Readiness Groups can use, but it's important that Family Readiness Group social media managers understand the social media platforms thoroughly before using them to communicate with Army families.
- Operations security must be taken into consideration on every social media platform. Family Readiness Group social media managers should be mindful of what information is distributed and also work to train other Family Readiness Groups members on how to appropriately use social media.
- All social media managers should review and abide by the SOP for official U.S. Army external online presences.



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Contact information

Have questions? Please feel free to reach out to us at the Online and Social Media Division

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