Engaging Military Families on Social Media

https://learn.extension.org/events/2166
Research and evidenced-based professional development through engaged online communities

www.extension.org/militaryfamilies

Sign up for webinar email notifications at www.extension.org/62831
Providing education and resources for professionals working with military families to build resilience and navigate life cycle transitions

On Facebook at MFLN Family Transitions

On Twitter @MFLNFT

On Instagram at mflnft

https://www.youtube.com/user/MilFamLN
Today’s Presenters

Bob Bertsch  
Web Tech Specialist with  
NDSU Agriculture Communication &  
MFLN Network Literacy  
@ndbobb

Bruce Moody  
Public Affairs Specialist  
Military Community Outreach office of  
Military Community and Family Policy
Please tell us about your work
(type your number in the chat pod)

1. Civilian
2. Military Branch
3. Community-based
4. Extension
Objectives

• Understand the DoD and branch policies governing use of social media
• Know and be ready to use best practices for reaching service members and military families
• Understand the concept of “social capital”
• Know and be ready to use strategies for building community using social media, especially during times of transition
Key Takeaways

• Although there are risks, social media has clear benefits in engaging military families.

• Understanding social capital can help you build trusted relationships on social media.

• Following best practices can maximize your social media reach

• Community is built at the point where our stories intersect, so share your story.
What are the concerns of using social media in your work?
Social Media: There are Risks

CyberCaliphate

U.S. Central Command
@CENTCOM
MacDill AFB, Tampa, FL - centcom.mil

Followed by Lars Schwetje, Karie Fugett, BG Kathleen Cook and 100+ others.

U.S. Central Command @CENTCOM · 5m
pic.twitter.com/SdaoKO6Zkr
Details

U.S. Central Command @CENTCOM · 9m
AMERICAN SOLDIERS,
WE ARE COMING, WATCH YOUR BACK. ISIS.
DoD: Be Cyber Crime Smart

DoD-wide memorandum March 18, 2015

• Be vigilant when guarding personal and work information from expanding cyber-criminal activity.

• Cyber criminals are evolving in an increasingly predatory manner.
OPSEC

LooSe TWEETS

Sink Fleets
Have you been hacked?
Hacked!

Have a plan
  – Read Facebook and Twitter’s procedures

Regain control quickly
  – Monitoring is important

Reassure audience
  – Have pre-approved statement ready
Tools You Can Use

Social Media Education and Training
- Operations Security (OPSEC), Specific Social Media Guides, Threat-Specific, Information Assurance

Guide To Keeping Social Media Accounts Secure
- Protective measures specific to social media channels

October, National Cybersecurity Awareness Month
- Presidential proclamation
What are the benefits of using social media in your work?
Social Media: Part of Life

EARTH QUAKE in Beijing?? Yup... @keso I felt it too!!

BREAKING NEWS: Two powerful explosions detonated in quick succession right next to the Boston Marathon finish line this afternoon.

Helicopter hovering above Abbottabad at 1AM (is a rare event).
Social Media

An integral part of the strategic communications and public affairs missions of the Department of Defense.

• Like any asset, it is something to defend and protect with vigilance.
Who are Militaryennials?
– Service members and their family members between the ages of 18 and 35
Reaching Military Families

Military spouses use social media to:

• Acquire or provide information
• Seek support
• Discuss upcoming events
Reaching Military Families

Military spouses use social media for social support

- 49% of posts sought informational support
- 42% of posts sought emotional support
- Requests for emotional support highest during deployment
- Requests for information support highest prior to deployment
Communal Coping Theory

Communal coping occurs when a group of people pools their resources to deal with adversity.

- During stressful transitions, sharing experiences with other military spouses on social media may heighten resiliency and reduce negative outcomes.
Real impact comes from connecting people with each other
Social media is not mass media

Sunny Ripert: Flickr (CC BY-SA 2.0)
1 to many > silence

Robert McGoldrick: Flickr (CC BY-ND 2.0)
1 to 1 > 1 to many
many to many > 1 to 1
What important connections have you made on social media?
One Message, Many Voices
More Stuff, Less Snark

Our Messages
• You can be resilient
• You can help yourself
• You can make decisions
• We can help

Family Member Messages
• We are strong
• We are resilient
• We need more information
• *Tangible* information!
• We won't tolerate
  – victimhood
  – partisan sniping
  – bickering
  – The Snark
Leadership Support Critical

Social media cannot be an add-on. It needs to be baked into everything we do.

Get leadership to understand the importance of social media.
• Take a little risk at a time.
• Provide feedback.
• If something works, do it again!
Social Capital

Tara Hunt: Flickr
(CC BY-SA 2.0)
Social Capital Deposits
Social Capital Withdrawals
Keeping a Positive Balance
Deposit or Withdrawal?

Tough and inexcusably life threatening times for as kind a person as you could know. Please read her story, and with whatever means you can, help.

Click here to support Lisa's Medical Fund by Lisa House

My name is Lisa. I’m 47 and I’m fighting for my life. I have had 13 brain surgeries and I need one more. The hardest thing for me to do is the most humbling thing to say, I need your help. “I’m exhausted from trying to be stronger then I feel”. MY...
"Family readiness is imperative for service member readiness; therefore the emotional well-being and mental health of service members are linked to those of their families. Family well-being affects a service member's entire career from recruitment to retention to retirement." – The National Military Family Association (NMFA), 2006
Regrets, We’ll Have a Few

Integrity & Credibility

With it
  • gaffes are forgivable

Without it
  • even perfection will incite an angry mob
There are Gaffes…

Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right #getngslizzerd
…and then there are Gaffes

J.P. Morgan
@jpmorgan

On Nov. 14 at 1pm ET $JPM Vice Chairman, Jimmy Lee will host a Q&A – tweet your questions early using #AskJPM

V
@TheAnon0ne

Quick! You’re in a room with no key, a chair, two paper clips, and a lightbulb. How do you defraud investors? | #AskJPM @jpmorgan #Anonymous

Adam Coleman
@AdamColeman4

Can I have my house back? #AskJPM

48 RETWEETS 54 FAVORITES

Downtown Josh Brown
@ReformedBroker

I have Mortgage Fraud, Market Manipulation, Credit Card Abuse, Libor Rigging and Predatory Lending

AM I DIVERSIFIED? #AskJPM

5:33 PM – 13 Nov 2013

462 RETWEETS 291 FAVORITES

lisaansell3 @lisaansell3

Sorry we ruined your hashtag event, if you could just apologise for your plunder of the global economy. I think we’d be even. #askjpm

Expand
Engage at Every Level

Creator
Commenter
Clicker
Lurker
Inactive
Hashtags

Start a conversation
#militarysaves

Join a conversation
#milfam
#MFLN
Tweets Need Photos

2/3 of tweets involving images receive a retweet
“After you have attended every class once, sit down with a calendar and all of your class syllabi to make a calendar of due dates for assignments and exams. Keep it where you will see it every day.”
Vary Your Facebook Posts

Status Post
• top text and a link

Engagement Post
• only text

Video/Audio Post
• top text and link to embed video

Link Post
• top text, headline, photo and caption

Photo Post
• photo and top text (sometimes a link)
“We need to be open.”

Secretary of Defense Ashton Carter
U.S. Cyber Command Workforce, Fort Meade, Maryland
March 13, 2015
“We need to be open to a new generation because we need the young to be attracted to our mission. We need people who grew up with technology… and therefore have a sixth sense about it…”

Secretary of Defense Ashton Carter to U.S. Cyber Command Workforce
Fort Meade, Maryland
March 13, 2015
“Community is built at the point where our stories intersect.”

-Aaron Doering
Share Your Story

Elias Bizannes: Flickr (CC BY-SA 2.0)
Applying Key Takeaways

• Read DoD and branch policies, so you can start engaging military families with social media.

• Start building trusted relationships on social media by keeping a positive social capital balance.

• Use hashtags, vary your posts and following best practices to maximize your social media reach.

• Share your story to connect.
Evaluation and Certificate of Completion

The MFLN Family Transitions Concentration Area is offering a Certificate of Completion for this professional development webinar.

To receive the Certificate of Completion please first complete the evaluation at:

https://vte.co1.qualtrics.com/SE/?SID=SV_b8wMAYR4QJmWjWd
Military Family Financial Transitions: Handling Changes in Income, Benefits & Money Management (in collaboration with MFLN Personal Finance)

- October 13, 2015
- 11:00 am Eastern
- https://learn.extension.org/events/2163

For more information on MFLN - Family Transitions:
http://blog.extension.org/militaryfamilies/life-cycle-transition-support/
Find all upcoming and recorded webinars covering:

- Personal Finance
- Military Caregiving
- Family Development
- Family Transitions
- Network Literacy
- Nutrition & Wellness
- Community Capacity Building

www.extension.org/62581