



Office of the Chief of Public Affairs/Online and Social Media Division Army Live Blog strategy

Introduction:

Brief Explanation of Blogging

A blog (also known as a "weblog") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (Art blog), photographs (photoblog), videos (Video blogging), music (MP3 blog), and audio (podcasting). Microblogging is another type of blogging, featuring very short posts.

While there is no concise method of tracking blogs, the blog search engine Technorati has indexed over 1.3 million blogs since 2002.

The U.S. Army Blog

The U.S. Army's official blog, Army Live, allows Soldiers, Veterans and Families and the opportunity to share their experiences with the Army Family on a more personal, informal platform. In addition, it allows the U.S. Army to share information and news that sparks thoughtful and engaging conversations.

Technical Approach

Army Live is the official name of the blog for the U.S. Army. This allows the audience to identify this as being the official account and source of information being disseminated from the Army.

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March 25th, 2010

"USArmyOnTheGo" Launches

0 tweets

Want to find out more of what's going on at U.S. Army events in 140 characters or less?

"USArmyOnTheGo," is a Twitter account that will be updated by roving reporters covering U.S. Army events from locations across the nation. Please tune in next week as USArmyOnTheGo provides live updates from the Army-wide Sexual Assault/Harassment Prevention Summit. The four-day summit draws leaders from across the Army and government sector, and is an opportunity for these leaders to come together to evaluate ongoing initiatives and work to further refine the SHARP program.

One of the major tenets of the SHARP program is that bystander intervention is key in preventing sexual assault; the more people are comfortable acknowledging and discussing sexual harassment and assault, the more they are likely to confront it head on. The Army's intent is for every Soldier to intervene to protect their fellow Soldiers and prevent sexual harassment and assault.

Confirmed speakers include Secretary of the Army John McHugh; Army Chief of Staff Gen. George W. Casey; the Army's first and only female four-star General, Gen. Anne Dunwoody; Deputy Chief of Staff of the Army for Personnel Lt. Gen. Thomas Bostick; and a wide array of subject matter experts.

By following the summit on Twitter, individuals have a chance to learn more about how Army leaders and experts are working together in prevention efforts. By engaging themselves in the conversation, individuals are increasing their own awareness and choosing to be a part of the solution.

For more information on the SHARP program, visit: <http://www.preventsexualassault.army.mil/>

RSS feed

U.S. Army Blog Roll

- 17FIB Live
- 1st Heavy Brigade Combat Team, 2nd Infantry Division
- 3rd Heavy Brigade Combat Team
- 4th Brigade, 1st Armored Division
- Army & Air Force Exchange Service
- Army Enterprise (AKO Blog)
- Army Medical Corps Post
- Army Technology Live
- Army Wounded Warrior Program (AW2)
- Combined Arms Center Blog Library
- Commander U.S. Army Pacific
- Task Force Mountain
- The TRICARE blog
- TRADOC Live
- U.S. Army Accessions Command
- U.S. Army Corps of Engineers
- U.S. Army Corps of Engineers (AW2)



Access to the U.S. Army’s blog is only granted to members of the Online and Social Media team that have created an Army Live Wordpress account as approved by the Blog Manager. Persons approved to access the account will have unique usernames and passwords as provided by the Wordpress platform. The Blog Manager, will have majority responsibility of managing the account.

The U.S. Army’s blog account will be monitored once a day Monday through Friday by the Blog Manager and/or staff members who have administrative access to the account.

The U.S. Army Social Media Team

Messaging Strategies

ArmyLive’s strategic focus is to provide the audience with a variety of information. This is to include: highlighting Senior Leader messages, providing updates on breaking news, informing the audience on the Army’s continued advancements in social media, and engaging in conversations. Content areas include:

- Submitted blog entries from Senior Leaders/Army installations/Highlighted Soldiers
- Articles posted on the U.S. Army website (www.army.mil)
- Current Events/ Hot Topic stories (must be previously coordinated or go out simultaneously as updates from the Media Relations division)
- Discussion-focused questions
- Media stories about topics relevant to the broader U.S. Army
- Photos/Videos capturing Soldiers in their Army element

External organizations are encouraged to provide content for the blog regarding updates to programs or information about their benefits. External organizations entries will be posted on a consistent basis with priority given to:

- Senior Leader emphasis/involvement
- Timely information with a specific deadline (e.g. a new career/education opportunity with a specific deadline).
- Critical information updates
- Online and Social Media Division’s Weekly Strategic Plan

Creating a Weekly Blog Schedule serves as an effective tool in planning and coordinating daily posts for a blog. Below is one example:



- **Monday:** Army Strategic Communication-Strategic Communications Army Senior Leaders want to promote.
- **Tuesday:** Army Blogs-Highlights other Army Blogs
- **Wednesday:** Current Events/Hot Topics-Highlights events in the daily news surrounding what the Army is doing. This could be news from the President of the United States, Congress or traditional news outlets.
- **Thursday:** Social Media Topics- Highlights social media and how the Army is integrating it into its everyday procedures, training, etc.
- **Friday:** Photos/Videos-Highlights exceptional or interesting Army photos and videos from Flickr, YouTube or from submissions from the field.

Posting Comments on ArmyLive

Because of the review and approval process of ArmyLive's platform (Wordpress), comments are only posted after being seen and approved by the Blog Manager or a member of the Social Media Team.

Removal of Inappropriate Content Posted by Users

Removing inappropriate content is not an issue on the Army's Official blog because of the review and approval process on the platform. However, all comments submitted for publication must adhere to the policy guidelines outlined below:

-We do not allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.

-We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.

-We do not allow comments that suggest or encourage illegal activity.

-You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

Also, the appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Army or Department of Defense.

For more information visit the DoD Social Media user agreement at:

http://www.ourmilitary.mil/user_agreement.shtml

Response Management

The blog is effectively used as a conversation tool where the blogger has the ability to be more informal and personable when addressing an Army issue or topic. When responding to questions, inquires or concerns, the goal is to respond as a "human." This builds credibility with the audience and lets them know the U.S. Army is listening to their concerns and issues.



The following strategies will be employed to manage responses:

- Respond to specific queries with a casual, friendly and personable tone.
- Direct people to sources that can help them specifically—the U.S. Army website, other government agencies, press releases, FAQs, etc.

Measuring Success

The following metrics will be used to determine success:

- Analysis of the number of visitors/unique visitors coming to the Army's Blog site
- Analysis of the number of total page views to the site
- The amount of comments, questions provided on any given blog entry
- The number of times a specific blog entry is re-tweeted or "shared" on Facebook

By recording these measurements, we can analyze what "works" in terms of what topics/issues the audience responds to. This allows us to tailor the content to what our blog readers want to learn about.

Measuring success also allows us to quantify for Senior Leadership why we must continue to engage with our audience through the social media platforms.