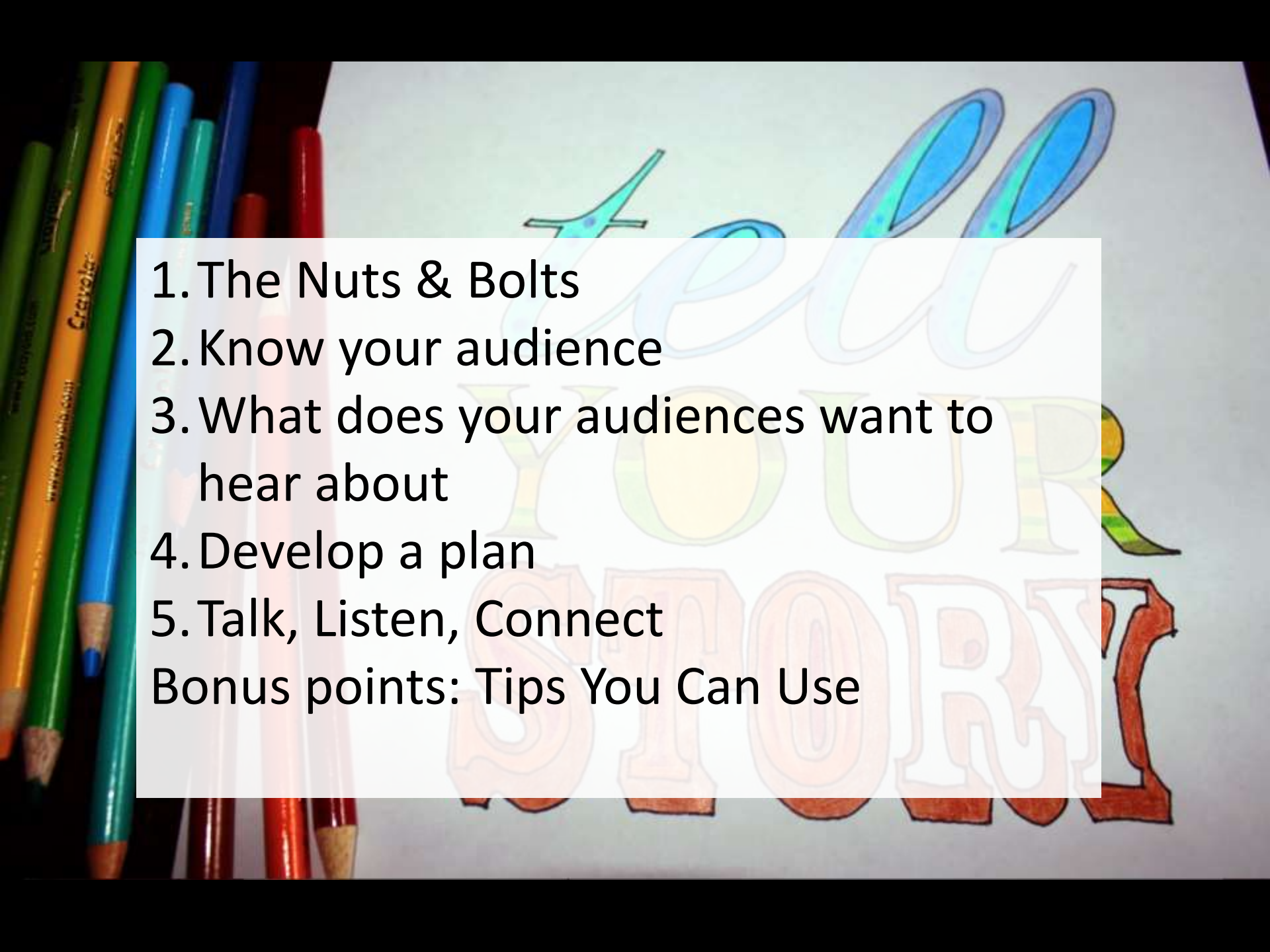


*Telling
your
story
with
social
media*

5 Easy Steps

Melissa A. Duncan,
Social Media Strategist
October 26, 2016



- 
1. The Nuts & Bolts
 2. Know your audience
 3. What does your audiences want to hear about
 4. Develop a plan
 5. Talk, Listen, Connect
- Bonus points: Tips You Can Use

Let's Start With the Nuts & Bolts



1

*Decide how you want
to tell your story*

facebook

Official Page




**Marine Security Guard -
MSG Duty**
Government Organization

[Watch Video](#) [Like](#) [Message](#) [...](#)

[Timeline](#) [About](#) [Photos](#) [Welcome Aboard](#) [More ▾](#)

🔍 Search for posts on this Page

💬 **Very responsive** to messages

 10,118 people like this
Joyce Murphy and 12 other friends

[Status](#) [Photo / Video](#)



Write something on this Page...



Marine Security Guard - MSG Duty added 8 new photos.

facebook

Closed group



MAPS (Military Adoptive Parent Support)

Join Group

+ Create Group



Members (194)

See All

About

Friends



Melissa A. Duncan

 Closed Group

This is a place for military families who have adopted, are in the process of adopting, or are t... [See More](#)

Tag:

AdoptUSKids

Admins



Medea Abrego



Angie Darnell Voyles

Suggested Groups

See All



NCA Health Communication Division

Paula K Baldwin and 2 other friends joined

 Join Group

facebook

Secret group



Next Chapter, Wives of USMC retirees

Members

Events

Photos

Files

✓ Notifications

+ Create Group



Write Post Add Photo / Video Ask Question Add File

Write something...

PINNED POSTS



Karen Spignesi updated the description.

A Facebook page, where spouses of USMC retirees and those looking to retire soon, can share in the journey of their "Next Chapter". If you would like to join the group...Please introduce yourself to the group.... Retired or expecting to retire, years in service, where you live, interests, retirement related questions

About

176 members

Secret Group

A Facebook page, where spouses of USMC retirees and those looking to retire soon, can share in t... [See More](#)

178 members (177 new) · Invite by Email

+ Add People to Group

Tag:

USMC

facebook

Virtual Fair

Virtual Mental Health Fair

Updated about 7 months ago

Welcome to the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE) "Virtual Mental Health Fair" on Facebook, from 9 a.m. to 5 p.m. (EDT) June 19. ****EVENT IS NO LONGER LIVE****

Government and non-profit organizations dedicated to mental health care for service members, veterans and their families are here to showcase their resources in a virtual exhibit hall where beneficiaries, caregivers and health care providers can browse among booths to view and access resources.

The Virtual Mental Health Fair is a great opportunity to ask questions and converse with a variety of organizations caring for our warriors, veterans, military families, caregivers and health care providers.

How this works:

Organizations with "live hours" will be monitoring their photo to answer questions and chat with Facebook users. A full agenda is listed in the album. Click on the photos to "browse the booths" and then ask questions in the comment field of the photo to the right hand side.

Rules of Engagement/Friendly Reminders:

1. While this is an open forum, it's also a family-friendly one, please keep your comments and wall posts clean. We ask you to follow the Department of Defense user agreement which can be found here: <http://www.defense.gov/socialmedia/user-agreement.aspx>.
2. This is a public album on Facebook that anyone can access.



ARMY M

ing To Heal...



The Center for Mind



facebook

Visit a booth



DCoE - Defense Centers of Excellence

Like This Page · June 18, 2013

Blue Star Families is committed to supporting one another through the unique challenges of military

Let's Talk Live Events Right Quick

We recently created "Ever... See More

Like · Comment · Share

17 people like this.

Top Comments ▾

1 share



Kathleen Taylor The first handbook was a great resource! Looking forward to seeing the new one.

Like · Reply · 1 · June 19, 2013 at 11:48am



Army Wife Network Hi Blue Star Families -- We thought your booth visitors would like to hear the interviews we did with Vivian about Thriving (not just surviving) During Deployment:

<http://www.blogtalkradio.com/.../awtr-show-330->





twitter



Join us for a
TweetChat



2015 Recipient of the
Commander In Chief's
Award for Installation Excellence



Wait, hold up. What's a "hashtag?"

Tweet to Camp Lejeune

4 Followers you know



twitter

Join us for a Tweet Chat Town
Hall 14 May from 7-9:00 pm EST.
#BlendedRetirement

What's a #Hashtag?

- 
- Labels
 - Join the Conversation
 - Attract your target audience
 - Know best practices
 - #MilSpouse
 - #Military
 - #MilFam vs. #MilitaryFamily
 - TBT
 - FollowFriday



Instagram



mcasmiramar3rdmaw

[FOLLOW](#)

MCAS Miramar and 3rd MAW The official Instagram account for Marine Corps Air Station Miramar and 3rd Marine Aircraft Wing. dvidshub.net/mcasm

938 posts

4,004 followers

68 following





Official Website

Subscribe 417

26THMEU Videos Discussion About

Uploads Date added (newest - oldest)



26th MEU Force Recon Parachute Operations with Montana Army National Guard 132 views 2 months ago



LIMA COMPANY PKG 74 views 2 months ago



VMM-266 (REIN) Documentary 74 views 2 months ago



26th MEU Force Recon Documentary 2,740 views 2 months ago



26th MEU Wash Down at Naval Station Rota, Spain 80 views 2 months ago



26th MEU SNCO-NCO Run 42 views 2 months ago



26th MEU Wash Down at Naval Station Rota, Spain 15 views 2 months ago



26th MEU CE Personnel Return to Camp Lejeune 37 views 2 months ago



26th MEU Combat Engagement Training



26th MEU WASH-DOWN



26th MEU Washdown



26th MEU WASH-DOWN



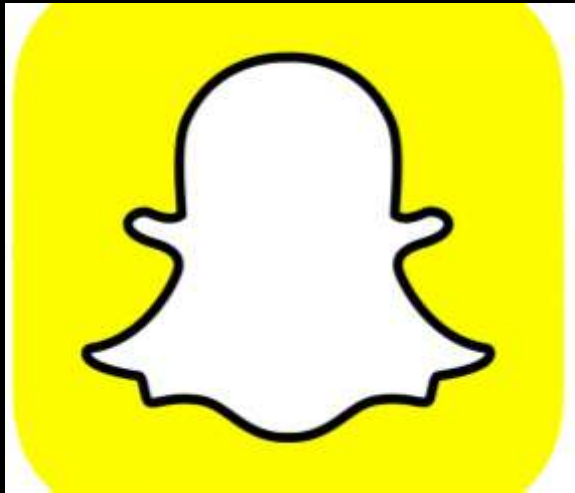
3:25 / 3:51

The Night Before Christmas

SEE THE
CORPS
THROUGH
OUR EYES



Snapchat



ONLY ON
marines
SNAPCHAT



Repeat After Me

Not Every Platform Is For Everyone

HEY!
it's OK....



Are you talking to me?



2

Know Your Audience



1. Spouses

2. Children

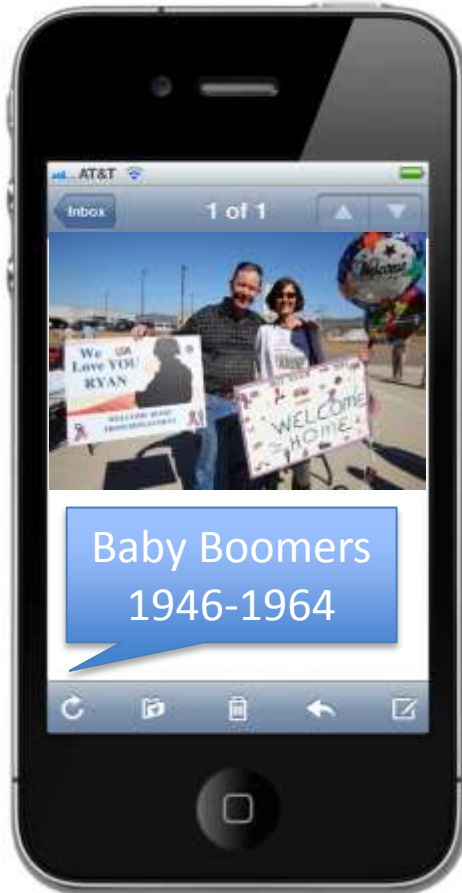
3. Parents

4. Grandparents

5. Uncles & Aunts

6. Marines

Meet the Generations



Baby Boomers
1946-1964

52-70 years old

Cell phones-talking
Email



Generation X
1965-1981

35-51 years old

Email, Cell phones,
text, social
networks



Millennials
1982-2000

16-34 year olds

Online social networks,
IM, cell phones, text,
blogging



Gen Z
2001-

15 years old &
under

What's the

 **31st Marine Expeditionary Unit** added 8 new photos to the album: Japan Earthquake Relief 2016 — with Gabriel Davocol.

April 22 at 11:48pm · 🌐



👍 Like 💬 Comment ➦ Share

👍 🗨️ 🙏 2.3K Top Comments



III MEF Marines

Yesterday at 9:00pm · 🌐

Okinawa is home to more than 26,000 U.S. service members and serves as a vital location for the U.S. military and its allies.

Here are four reasons why Marines are on Okinawa.



Shout Out to my Oki Folks!

411?

Military OneSource **BLOG BRIGADE**
Military Life from a Boots on the Ground Perspective

Home Military Life Deployment Parenting Relationships Career

New Duty Station Blues? Here Is Your Pep Talk!
 Posted by Melissa on March 11, 2013 at 10:00

BLOGBRIGADE
GOT THE PCS BLUES?
HERE IS YOUR PEP TALK!

EFMP Exceptional Service
 Exceptional Families SUPPORTING MILITARY FAMILIES WITH SPECIAL NEEDS

The Exceptional Advocate
 A newsletter for military families with special needs

Issue No. 31 | February 2015 Printable PDF

Setting up a Special-Needs Trust
 Creating a special-needs trust can give you peace of mind and help secure a particular quality of life in the future for your family member with special needs.

In This Issue
 Making Valentine's Special for the Family
 Understanding and Preventing Vision Problems
 For Service Providers

EFMP Toolbox Widget
 The "EFMP Toolbox Widget" links you to the DoD Special Needs Parent Tool Kit and special care organizational boards tailored to helping military families with special needs.

Information for Families

MILITARY KIDS CONNECT

TOGETHER, EVERYWHERE.
 SAY WHAT'S ON YOUR MIND
 CONNECT WITH KIDS LIKE YOU!
 TRY OUR NEW DISCUSSION BOARD!

KIDS Age 6 to 8
TEENS Age 13 to 17

Play Video
 Teachers
 Parents of Caregivers

Welcome to the Military Spouse Employment Partnership Live Q&A

DEPARTMENT OF DEFENSE
MILITARY SPOUSE EMPLOYMENT PARTNERSHIP
SECO
 SPOUSE EDUCATION & CAREER OPPORTUNITIES

Who: Military spouses
What: Live Q&A with four new partners
How: Ask your questions at the event link and receive a live response.
When: Thursday, Aug. 18, 2016 at 3 p.m.

AUG 18 Military Spouse Employment Partnership Q&A

Marine Pop Culture



I'll be ready for Monday soon.
Just give me five more minutes.

Marine Barracks Washington 8th & 1st
Like This Page · March 21 · 🌐

We are ready for #MotoMonday! — with Kyp Hallmark.

👍 Like 💬 Comment ➦ Share

👍 🗣️ 🤔 241 Top Comments ▾

60 shares 14 comments

Teri Thompson Ooh Ruff Chesty!! Get your beauty rest while you can....
Like · Reply · 👍 2 · March 21 at 10:55am

Linda G. Cox what a good boy, looking for to seeing him at a Friday Night Parade!
Like · Reply · 👍 2 · March 21 at 9:33am

Robert Snow It's good to be the Barracks... Top Dog!
Like · Reply · 👍 1 · March 21 at 10:37am

Charles Hodges "Oh no, I missed PT formation again. What ever will I do?"
Like · Reply · 👍 1 · March 21 at 9:58am

Rita Davis Great pic, love it.

Write a comment... 🗣️

Patriotic Families of our Kings of Battle

Updated over a year ago

We'd love to showcase your family supporting your Marine. So whether you are his wife, his mom, his grandma, brother or uncle, send us pictures of you dressed in USMC T-shirts, red white and blue clothes, or anything patriotic that says you support your Marine! onetwelvewives@gmail.com



Humanize It

Be Personal!



24th MEU

February 14 at 3:49am · 🌐

Happy Valentine's Day from your 24th MEU Marines and Sailors. We will be uploading videos from the USS Iwo Jima throughout the day. Your Marines and Sailors from the New York and Fort McHenry are conducting training ashore and we were not able to get shoutout videos from them. We will be sure to upload all photos and videos from their training as soon as possible. Thank you for your continued support.



3,695 Views

Like · Comment · Share · 👍 319 💬 29 ↻ 18

Be Timely

 Assistant Secretary of Defense - Manpower & Reserve Affairs **Todd A. Weiler** added 10 new photos to the album: Northern Strike 2016.

Published by Melissa A. Duncan [?] · 8 hrs · 

Mr. Todd A. Weiler, Assistant Secretary of Defense for Manpower and Reserve Affairs, observed Northern Strike 2016 **earlier today** with Gen. Robert B. Neller, Commandant of the U.S. Marine Corps, and Air Force General Joseph L. Lengyel, Chief, National Guard Bureau. The National Guard Bureau-sponsored exercise united about 5,000 U.S. Army, United States Air Force, Marine Corps and Special Forces service members from 20 states and three coalition countries during the first three... [See More](#)



Marine Corps Recruiting **was live** at

[Contact Us](#)

[Marine Corps Base Quantico](#)

August 6 at 8:00am · Quantico · 

We're live at [Marine Corps Base Quantico](#) where the Commandant of the Marine Corps Gen Robert Neller speaks to the newest Marine Corps Officers.



   19K

2.7K Comments 1.9K Shares 236K Views

Go Live



U.S. Marine Corps added 5 new photos.

April 28 at 8:55am · 🌐

The week's best photos from around the Corps. Help selecting the "Corps' Top Shot" by liking, commenting on, or sharing your favorite image. The image with the most combined hits by the end of the day will be crowned as our photo of the week.



Top Shot

Engage your audience



U.S. Marine Corps

Page Liked · March 11, 2013 · 🌐

Whiskey Tango Foxtrot?

We don't know what's going on either. Caption this photo. The comment with the most likes wins.

(U.S. Marine Corps photo by Cpl. Chelsea Anderson)

Like Comment Share

Mary-Eileen Gorecki and 2.3K others

88 shares 4 comments

Caption the Photo

Nick Montana Tyler J. Selvetti
April 5, 2013 at 9:15am · Like · 👍 1

Latosha Marie Cobern The wet suit got stuck, needed help so got some help.

April 13, 2013 at 12:58pm · 1 like

Write a comment...

You know you're a #MilFam when...

You regularly find numbered stickers hidden on your furniture.

Make it a meme

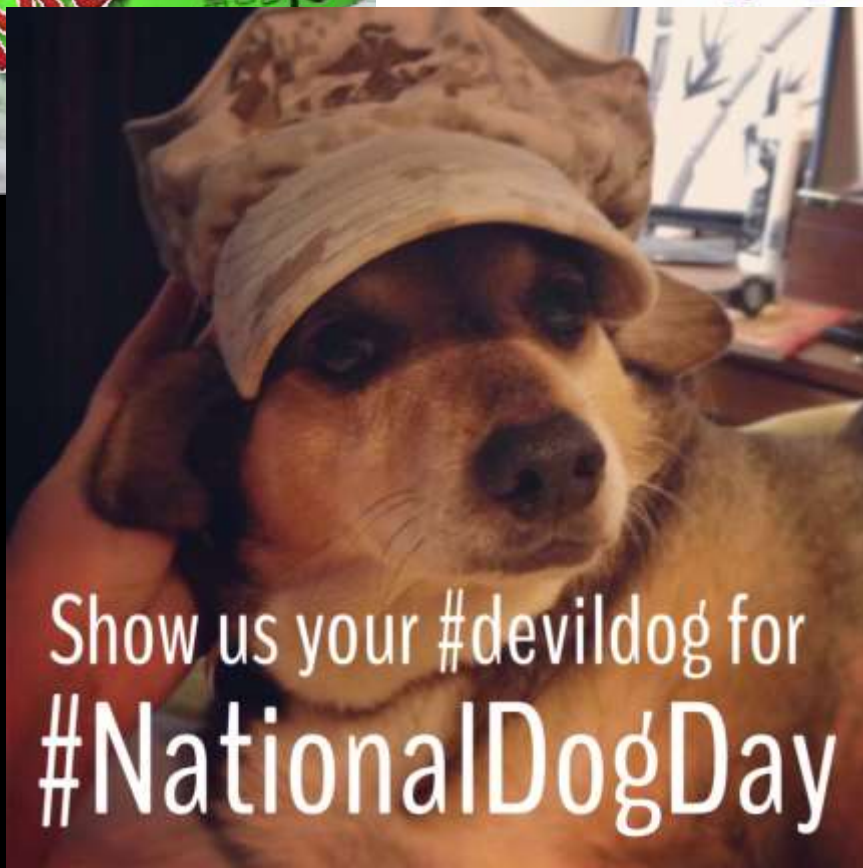


UP!
kids

Be Relevant

Attract
Attention to
Your
Message
using
Current
Events

Show us your #devildog for
#NationalDogDay



Don't be afraid to have a little fun!

If you love a Marine, raise your glass.



31K

11k



1 16

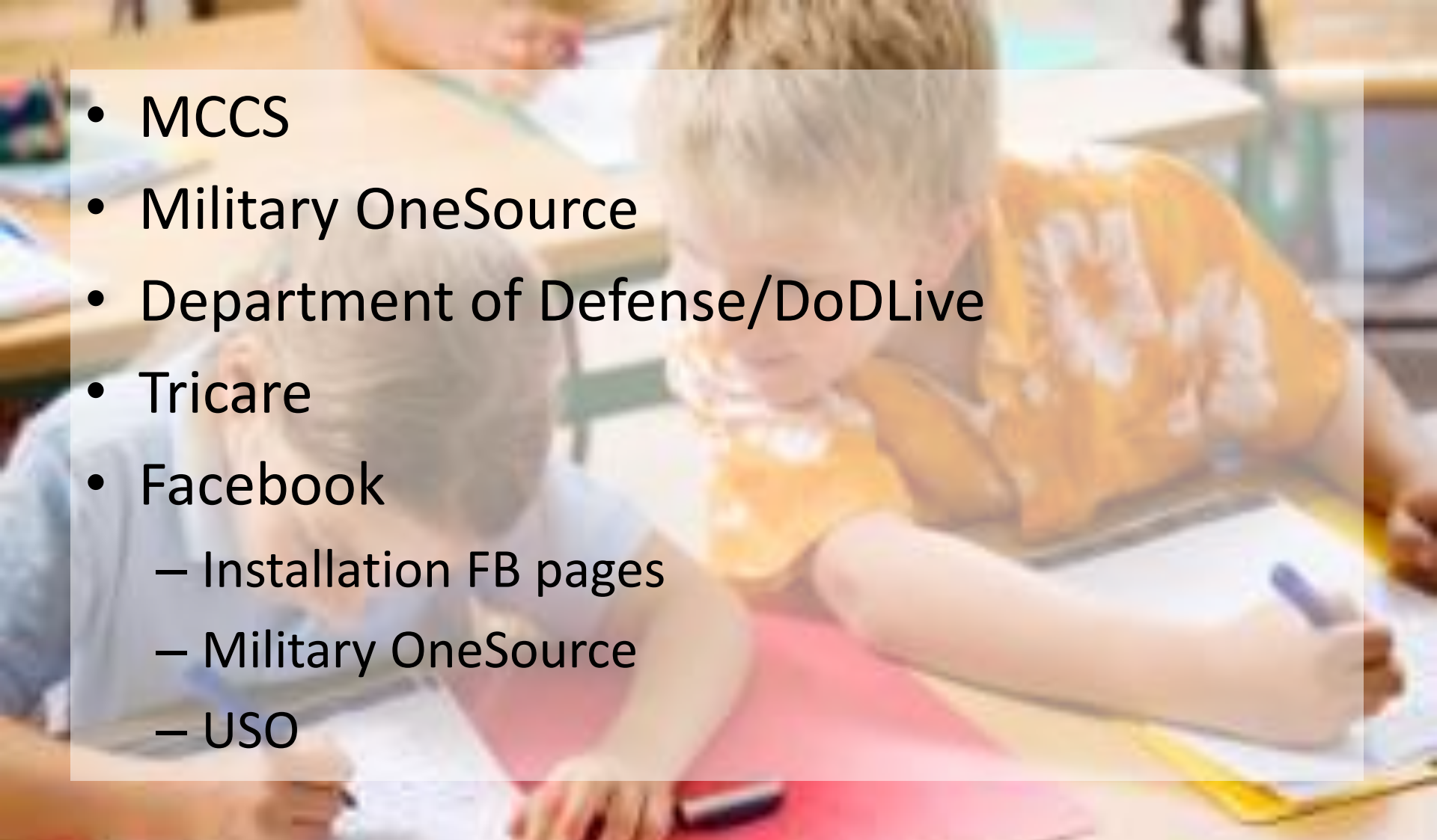
If not, raise your standards.

Like



Shares

Comment

- 
- MCCS
 - Military OneSource
 - Department of Defense/DoDLive
 - Tricare
 - Facebook
 - Installation FB pages
 - Military OneSource
 - USO

I get by with a little help from my friends

Game Plan

So, How are you going to do this?



4

Develop your plan!

Assemble a Smeek Team



- Research
- Posting
- Monitoring
- Listening
- Evaluation



- 
- A close-up photograph of a Marine wearing a tan helmet and a dark jacket. He is holding a black Nikon camera with a large lens up to his eye, as if taking a picture. The background is slightly blurred, showing green foliage. The text is overlaid on a semi-transparent dark blue rectangle.
- Public Affairs Officer & Combat Camera
 - Family Readiness Officer
 - Other designated Marine
 - Commanding Officer Spouse & Volunteers

Commander must decide who will play a part in the command's communication

The Social Corps & USMC Social Media Page

GO HERE:

www.marines.mil/News/Social-Media/



Tip
#1

MARINES
THE OFFICIAL WEBSITE OF THE UNITED STATES MARINE CORPS

HOME UNITS NEWS PHOTOS LEADERS MARINES FAMILY COMMUNITY RELATIONS

Home » News » Social Media

MARINE CORPS SOCIAL MEDIA

The United States Marine Corps operates social media sites and communities where people can go to share, communicate and gather information and stories about the Corps. Defense Media Activity - Marines maintains the following flagship Marine Corps social media presences:

- Facebook Marines
- YouTube Marines
- Twitter Marines
- Flickr Marines
- Pinterest Marines
- Instagram Marines
- Marines Blog

Defense Media Activity is dedicated to sharing the Marine Corps story. Please join us in this mission and let your stories be heard by [registering](#) your unit's social media sites. Defense Media Activity staff will process requests for posting to the list below:

SOCIAL MEDIA SITES

- Social Media Site : Facebook (416)
- Social Media Site : Twitter (73)
- Social Media Site : Flickr (37)

Site Registration

Click [here](#) to register your site in our Unit Registry

Social Media Guidelines

- [Marines Social Media Handbook](#)
- [Social Media Guidance for Unofficial Posts](#)
- [Social Media Operating Procedures](#)
- [DOD Social Media Guidance](#)
- [Keeping Your Social Media Accounts Secure](#)

[MARADMIN 173/15](#) - Review of Online Personal Information and Habits

[MARADMIN 181/10](#) - Responsible and Effective Use of Internet-Based Capabilities

[MARADMIN 365/10](#) - Social Media Guidance - Unofficial Internet Posts

Social Media Resources

Use the help that's out there



1st Battalion 10th Marines

Government Organization

Liked

Message

Timeline

About

Photos

Likes

More

About 1st Battalion 10th Marines

Page Info

The mission of this Facebook page is for the family and friends of our Marines to have a way to keep in touch with the battalion and see what is going on. This page is also for family members and friends to be able to communicate and socialize with one another.

are asked to follow our posting guidelines below. Violation of the guidelines below may result in your post being removed.

Community Guidelines

Conduct and Page Guidelines

We strive to provide our audience with perspective on Marine Corps news and information while maintaining an issue driven, principle based and audience focused

en forum, it's also a family friendly one, y comments clean. In addition to keeping e ask that you follow our posting omments and posts that do not follow ay be removed:

raphic, obscene, explicit or racial nissions nor do we allow comments that ul or intended to defame anyone or any

solicitations or advertisements. This n or endorsement of any financial, i-governmental agency. Similarly, we do to defame or defraud any financial, i-governmental agency.

omments that suggest or encourage

ill be removed and may cause the cked from the page without notice.

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

- For Official Use Only (FOUO), classified, pre-decisional, proprietary or business-sensitive information should never be discussed here. Don't post personnel lists, posters, organization charts or directories. This is a violation of

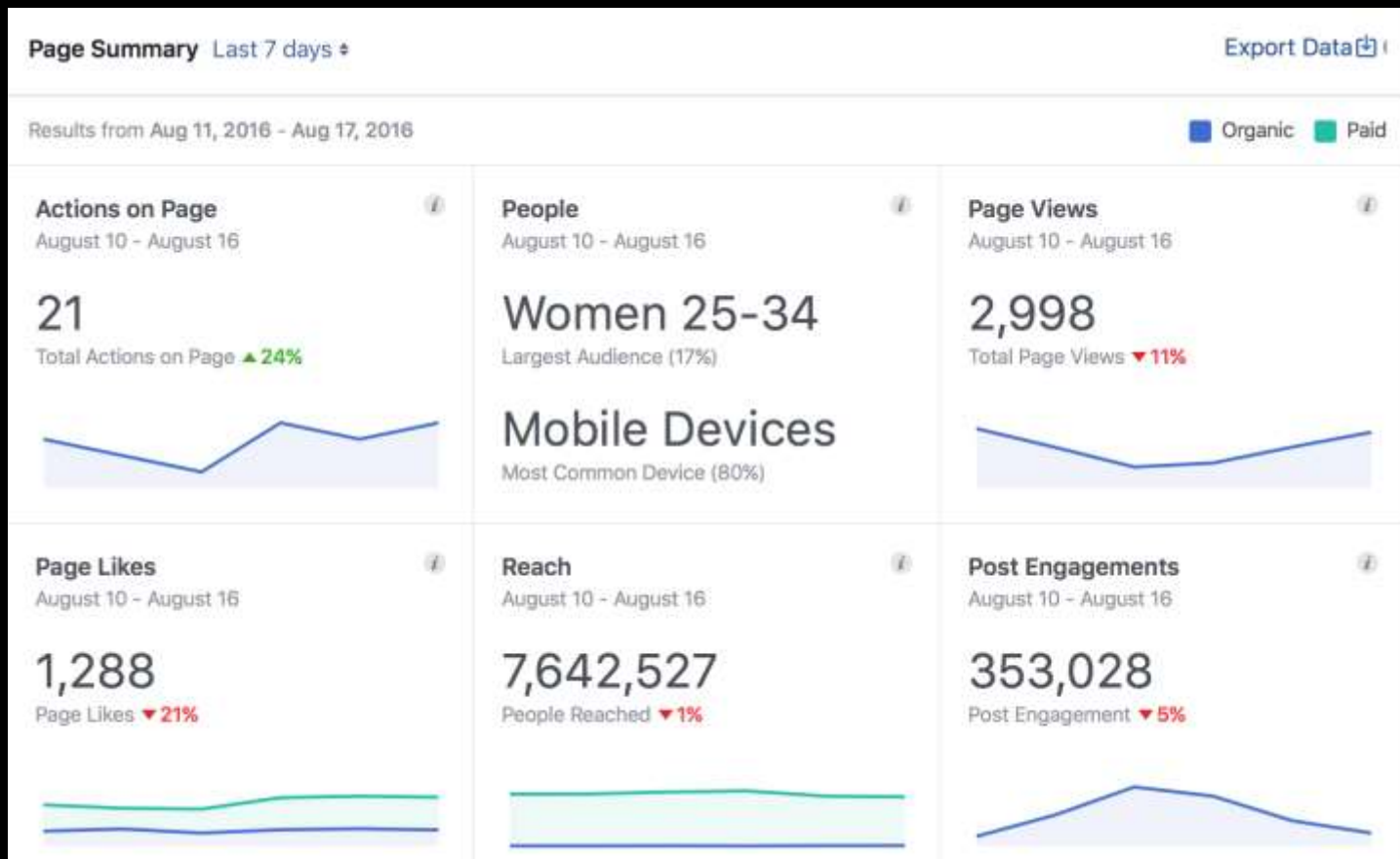
Overview

Page Info

Milestones

PAGE INFO	
Address	8th & I Streets SE, Washington, District of Columbia 20390
Start Date	Founded on March 31, 1801
Hours	Mon-Fri: 7:00 am - 4:00 pm
Short Description	Official Marine Corps Facebook page of Marine Barracks Washington "8th & I"
Long Description	Marine Barracks Washington, also known as "8th & I," is the oldest active post in the Marine Corps. It was founded by President Thomas Jefferson and Lt. Col. William Ward Burrows, the second Commandant of the Marine Corps, in 1801. This is an official Marine Corps page. However, the appearance of hyperlinks does not constitute endorsement by the U.S. Marine Corps. The U.S. Marine Corps does not exercise any editorial control over the information you may find at linked locations.

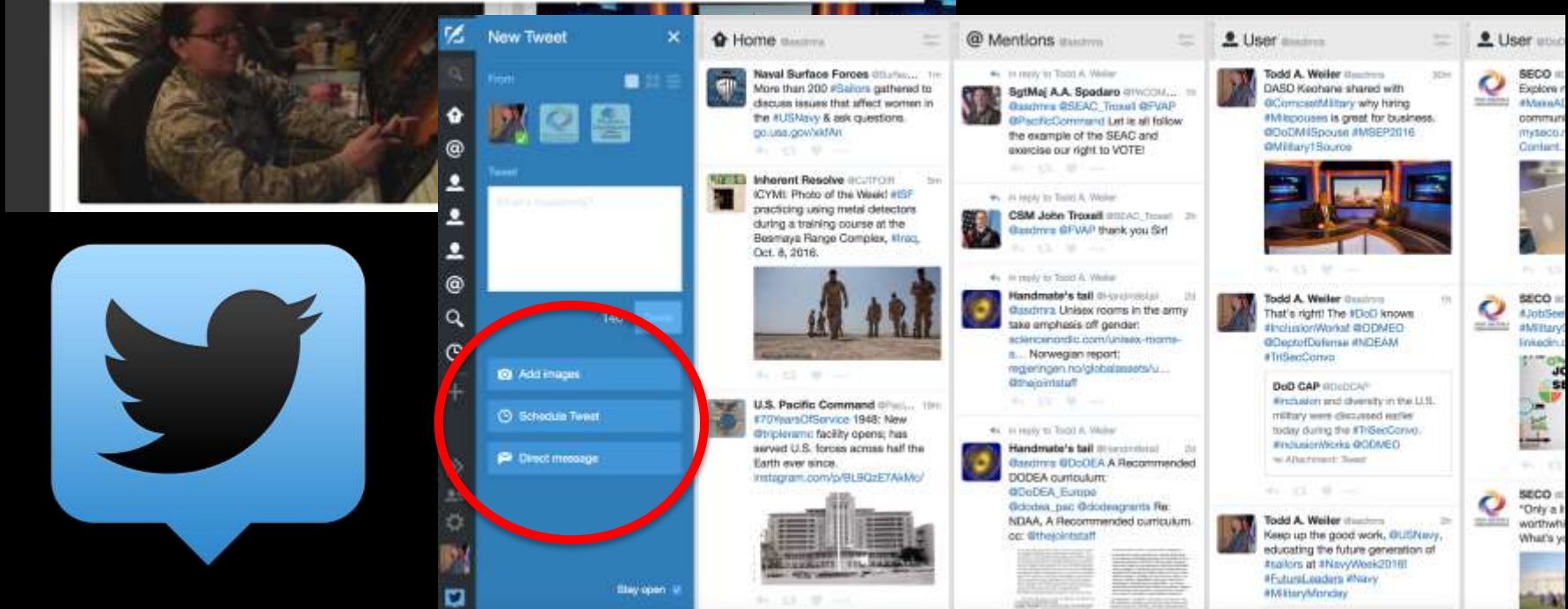
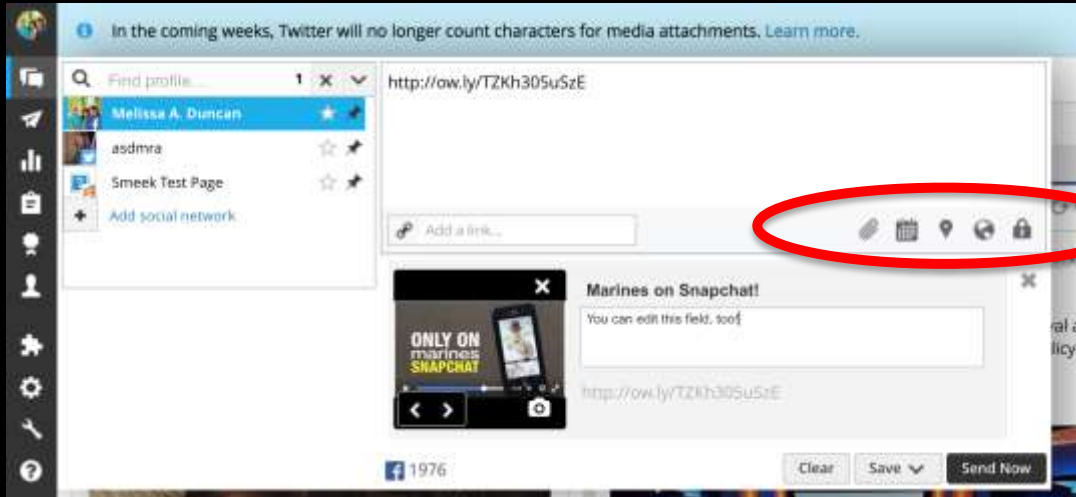
Determining Content



When to post?




Fear Not!



Measuring Success

Post Details Reported stats may be delayed from what appears on posts X

What an outstanding show of support for military kids again this year! Thank you for your #PurpleUp participation.



33,924 people reached Boost Post

566 Reactions 8 Comments 102 Shares

Like Comment Share

33,924 People Reached		
832 Reactions, Comments & Shares		
659 Like	527 On Post	132 On Shares
53 Love	39 On Post	14 On Shares
1 Wow	0 On Post	1 On Shares
15 Comments	9 On Post	6 On Shares
105 Shares	102 On Post	3 On Shares
537 Post Clicks		
213 Photo Views	2 Link Clicks	322 Other Clicks
NEGATIVE FEEDBACK		
7 Hide Post	5 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Delete or Not to Delete- That is the Question



t in
e
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cate.



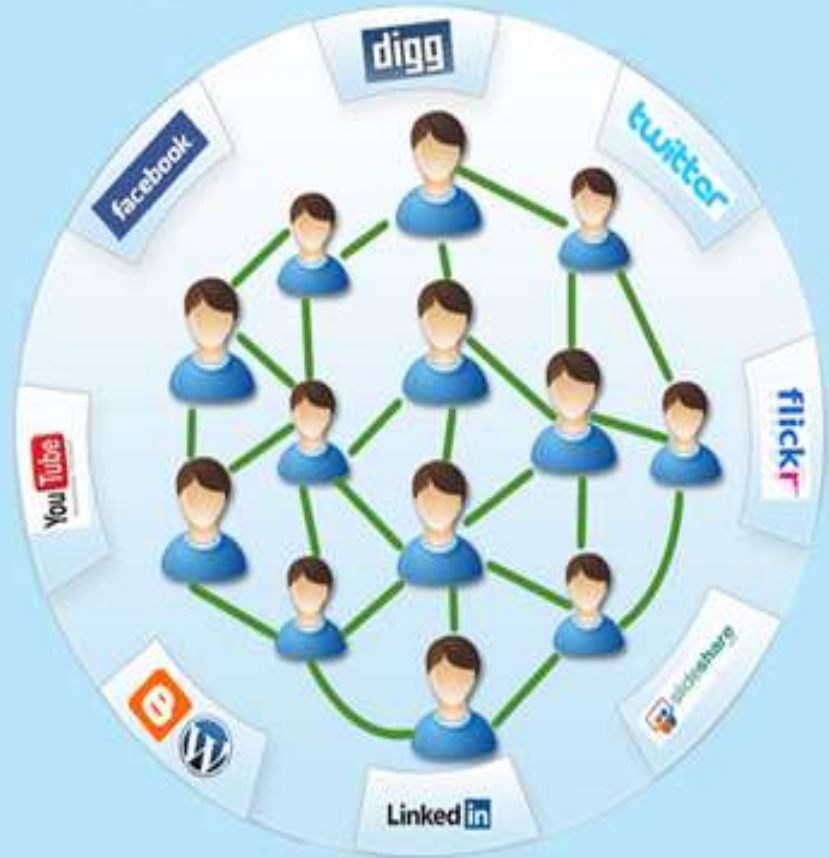
5

Talk, Listen, Connect

Old

MEDIA

New



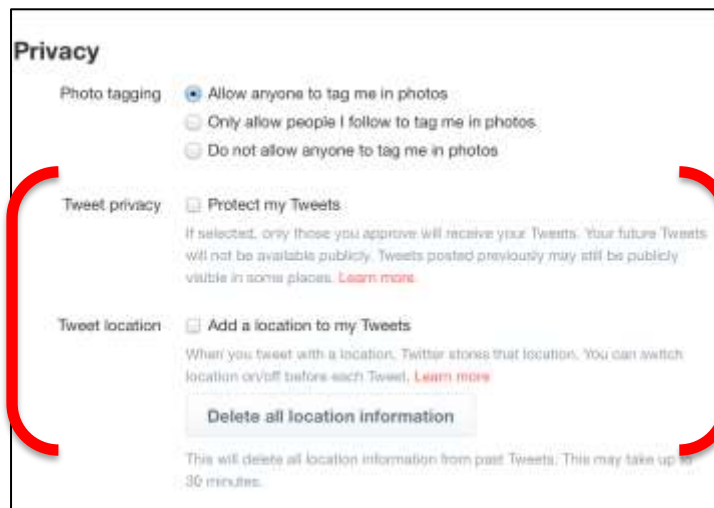
That's what makes it social



6

Parting wisdom

Preach Protection



Tip
#1

Safety Checkup

Preach Protection

- 1) Don't "check in" places
- 2) Be aware of your backgrounds in photos
- 3) Giving away location clues
- 4) Advertise you're alone
- 5) Consider Reviewing Tags



Tip
#2

Encourage PERSEC

When the news gets out on social media first...

If you aren't talking about it, someone else will.

YOU set the tone for the message



#Questions?



Melissa A. Duncan
nickandmelissaduncan@gmail.com

Congratulations! You're
officially #Smeeeks!
#MarineSpousesRock

