



SOCIAL MEDIA

GUIDEBOOK

2022



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SOCIAL MEDIA FOR RECRUITING

We live in a time in which people are oversaturated with social media content and advertising from countless brands that hope to catch their attention. It's a daily challenge for our social media message to speak directly to our priority audience and have them react through engagement.

Military recruiting shows that Services' digital platforms should be tailored for specific audiences and purposes rather than providing broad message appeal. Our social media message should not be aimed at a mass audience. It should target a specific type of person or group. People want to read content that relates to their daily life or encourages healthy change. When creating content, think about the potential recruit asking him or herself, "How will joining the Guard change my life?" or "Will my family support me?"

Although there is no "one-size-fits-all" strategy that can be applied across all 54 states and territories, one thing remains constant—the need to make mission. This social media guide is written to assist your efforts and make recruiting central to your social media plans.

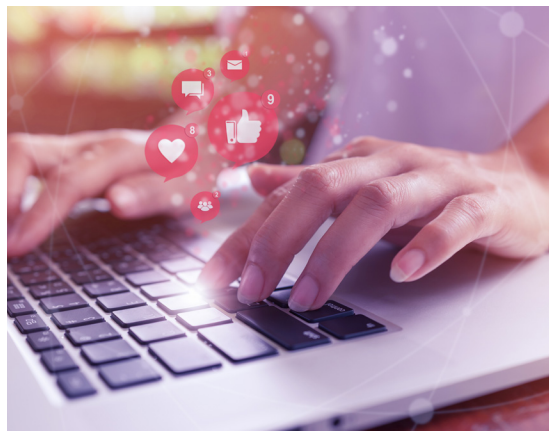
DEFINING GOALS AND PRIORITY AUDIENCES

Before we get started, it's imperative that your state team discuss the following questions and agree with the core components on which to focus future efforts:

1. Who is our primary target on social media channels?

For instance, at the national level, targets include new recruits and prior Service members.

- Within this target, there are persona profiles that are reached through different messaging strategies.



- Secondary targets (i.e., influencers) exist and can be reached through content intended for the primary audience.

2. What story are we trying to tell?

At the national level, we paint a complete story for future Guardsmen and women—from initial awareness to differentiating their Armed Forces options; preparation for meeting a recruiter; tips on studying for the ASVAB; discussing the decision with parents; a walk through MEPS or RSP, BCT, and AIT; drill weekends; careers; benefits; and realities of serving.

3. How do we measure success for our social media efforts?

At the national level, the goal of social media is to support the Army National Guard's (ARNG) aggressive recruiting mission by driving informed, high-quality leads through social platforms.

If you can comfortably answer and agree on these three questions, you have the ability to try new approaches, evaluate and determine success, and revisit your goals to ensure they are on point.





MEET YOUR SOCIAL MEDIA **SUPPORT TEAM LEADS**

As one team—Fors Marsh Group and iostudio, collaborate to ensure a cohesive brand voice across all digital platforms: social media sites and the [NationalGuard.com](https://www.nationalguard.com) website. We look forward to building on and sharing the unique attributes of the ARNG while celebrating the rich history and traditions that make your state unique.

We will serve as your partner and go-to for questions, by email or phone, to efficiently and effectively help you use social media platforms to assist in meeting mission. Our goal is to push your team to achieve success, meet new limits, and forge great, new relationships with eager future Guardsmen and women.

For assistance, please send an email to the ARNG social media team at arngstatesupport@forsmarshgroup.com or directly at:

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SOCIAL MEDIA

BEST PRACTICES

Developing a social media plan is a big responsibility and can seem intimidating at first. We suggest starting by paying attention to the industry's best practices. It is commonplace to think that states should create posts related only to primary goals, which is, in this case, recruitment. However, hard-selling marketing practices are no longer effective, and messaging—while still relating back to your primary goal—doesn't have to be aggressive to change behavior and drive more consideration. Marketing efforts, particularly on social media sites, should be built on authenticity, engagement, and community.

The best practices below encourage users to follow your page by gaining their trust, providing valuable content, and creating a community.

FREQUENCY

On platforms such as Facebook and Instagram, plan to post a minimum of once per day, and up to twice a day if there's a holiday or trending topic you want to share a post about. Posting too often will result in users feeling overwhelmed and, possibly, hiding or ignoring your content. Don't oversaturate social media sites with content but give your audience enough to keep them coming back for more.

Pro Tip: Don't discount weekends when planning what days to post. Users, especially those part of the recruit market, are rarely without their phones.

tone

Be authentic and use a conversational tone on social media. If users feel that your posts are automated or sound too much like an advertisement, they will get bored and will not feel the need to engage with your posts. Don't be afraid to use emojis, exclamation points, or express emotion, such as "congratulations!" When posting and responding to users, always remain respectful and assume all communication is public, including direct messages (DMs). Anything can be screenshot, so if you don't want it shared with the world, don't say it.

RELEVANCE

Tap into popular social media trends, including day-of-the-week posts such as #MondayMotivation, #TransformationTuesday, #WednesdayWisdom, #ThursdayThoughts, or #FitnessFriday. Also, stay on top of current events and make sure to highlight daily observances, such as holidays, national events (e.g., #MarchMadness, #SuperBowl), and military themes (e.g., Military Family Appreciation Month in November, Memorial Day in May) that present opportunities to add to popular and captivating topics. Don't forget, you can always find a list of relevant hashtags in the weekly ARNG social media newsletter.

Although it can be tempting to jump on every trending topic you see, make sure it makes sense for your state. National Cookie Day might be popular, but if your post seems forced or out of place, people will get confused.

ADD VALUE

Share posts that provide value to your audience and answer the questions your recruiters most often hear. Answering frequently asked questions and providing information that comes from an authoritative source encourages people to like and follow your page.

CALL TO ACTION

Be sure to include a reason for users to interact with your posts, also known as a call to action. Determine what this might be for your state's lead goals and find a balance between asking users to engage and providing them information. One example of a call to action may be as simple as: "If you are ready to make a change today, send us a message to get started."



CONTENT PLANNING

Creating content day in and day out is a challenge if you're a one-person marketing team, but there are efficiencies to put in place that will greatly reduce the burden. If you haven't started planning and mapping out posts on a calendar, now is the time to start. Knowing you have preplanned and scheduled content ensures that marketing on social media doesn't become a daily frustration and isn't time consuming as you sit and think, "What do I post today?"

WHAT SHOULD MY CALENDAR INCLUDE?

Your content calendar should include all of the social media posts you'll use to promote your content—including images and videos—organized by date and platform. Although social media engagement can't be estimated, knowing when posts are scheduled makes it easier to determine when traffic will occur and when your team should be ready to respond. The calendar might also help shape an editorial strategy by defining content holes and highlighting what themes are missing.

There are many ways to create a content calendar, and you'll need to determine what works best for your needs. If your team has many administrators, choose a scheduling platform and determine roles for publishing, engaging, and monitoring.

SAMPLE CONTENT CALENDARS

Now that you know the benefit of a calendar, it's time to create one that meets your needs. Content calendars vary greatly, but should encompass the following items:

- A monthly theme (e.g., State Partnership Program, disaster relief)
- Monthly observations
- The platforms that you want a consistent presence on
- Time of post (this can vary)
- Content type (e.g., image, video, text, GIF)
- Copy including hashtags



CONTENT CREATION

Now that you know how to organize your calendar, it's time to add content. Write short posts that can easily be absorbed by users who quickly scroll through their news feeds.

It's important to understand how social media channels like Facebook prioritizes a user's News Feed. Facebook selects the most relevant and engaging stories to show in a user's News Feed. It chooses the best content out of several thousand potential posts that could appear in a person's News Feed each day, and put those in the first few dozen slots that someone actually browses through.



These stories get ranked and shown in order of importance, from someone getting married, or a news article that 10 friends have shared, to the average links shared by brands to their websites, to posts such as acquaintances RSVP'ing for an event.

Facebook prioritizes stories you'll "like," comment on, share, click, and spend time reading, which we'll refer to as "engagement." The more a person engages with his or her page's content, the more likely he or she is to see it on a daily basis. But proceed with caution as certain posts can be considered "engagement bait" by the algorithm, and be penalized.

Facebook is constantly changing the way it sorts through content. Your focus should be creating top-notch, engaging content that your audiences will want to see. It won't be long before Facebook allows users to pick exactly what they want to see by keywords, interests, and behaviors—so it's critical to position content to pique your audience's interest.



WHERE TO START?

When drafting and sharing content, keep these best practices in mind:

Our brains are trained to respond to imagery:

Images on social media should be clear, appealing, and easily identifiable by your audience. Facebook posts that include photos, on average, garner the highest number of interactions of any post type (i.e., text only, link, video), according to a report from HubSpot.¹ Although professional and polished images may seem like the only option, photos taken with a mobile device are higher quality than you think, and users appreciate the authenticity of brands that capture images at events, behind-the-scenes photos, or a glimpse into the “everyday life of a Soldier.”

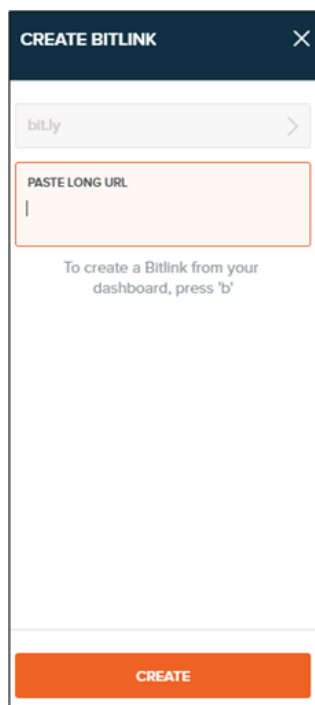
Consider including other social media images, such as infographics, quotes, or ASVAB practice questions. Graphics can be simple and highlight questions, ranks, uniforms, equipment, or physical fitness exercises. Consider downloading imagery on the arngsocialmedia.com website created for marketing noncommissioned officers (MNCO) to get a head start on content.

WHEN INCLUDING A URL, BE SURE TO SHORTEN IT

Remove long or messy-looking URLs. A long URL can interfere with how a user sees your post. They may mistake it for spam or lose interest. Need help shortening links? Visit bit.ly to get started and follow the simple steps.

REVIEW CONTENT SHARED FROM OTHER PLATFORMS

Sharing content across your social platforms can often be effective and a timesaver. However, think twice before sharing a post directly from Facebook to Twitter, for example, as it often will appear on Twitter as a short statement with a link to the Facebook post and no image. Users may not know whether to click; or worse, they may assume it’s spam and your efforts will be ineffective. However, since Facebook now owns Instagram, sharing from Instagram to Facebook is seamless.



¹ <http://blog.hubspot.com/marketing/visual-content-marketing-strategy#sm.0007whgnz1afyebrvr2kxtu3mebe>



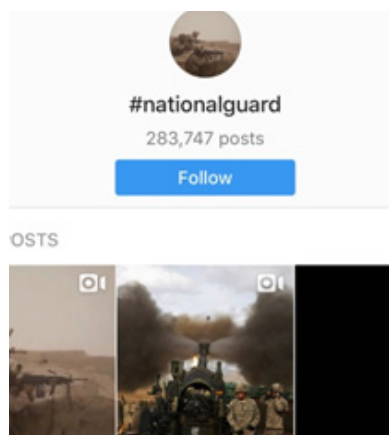
BEST TIME OF DAY TO POST

Chronological newsfeeds are a thing of the past on many platforms. Therefore, more important than the exact time you post is the amount of engagement your post receives. Consider publishing posts using a trial-and-error method to see when your audience is most receptive. Additionally, take a look at your Facebook, Twitter, and Instagram analytics to see the most popular posts. Publish posts at various times and days of the week until you determine when your audience is most receptive. By changing your posting strategy, you will start to see when engagement is highest and when your audience is online. For example, if you're posting more than once a day on Twitter, space posts apart—morning and night or afternoon and night—for maximum audience reach. For most social networks, posting once a day is recommended, so finding the best day to post isn't as essential as finding the best time.

USE HASHTAGS APPROPRIATELY

Hashtags, also known as the pound sign (#), can be a very powerful marketing tool to help users find you or topics important to them. Each social network provides different opportunities to use hashtags, but often they are interchangeable across platforms, particularly on Twitter and Instagram.

On Instagram, it's recommended that you search for terms that are related to your post—and use a hashtag with them (a list will generate in your search and show you the most popular hashtags and how often they are used). For instance, we might post about a motivational quote, and after our post's copy, we would hashtag #GoGuard #MondayMotivation #inspiration #nationalguard and #hooah. These are all words that someone could search to find similar posts and topics and then find your page. For state-specific hashtags, you can create your own hashtag and use states, cities, school districts, and mascots as other ways to reach those in your area. For instance, Ohio could use #IGuardOhio #OhioProud #Ohio #Cleveland #Columbus #OnlyInOhio.



On Instagram, users can now follow specific hashtags, allowing them to see posts related to that hashtag built into their Instagram feed. When a user decides to follow a specific hashtag, Instagram will use its algorithms to pick and choose highlights from posts that feature that hashtag.

SHARE AND TAG

Increase reach, build relationships, and show your audience that you are interested in them and support what they are doing by hashtagging, profile tagging, and sharing posts

from other followers and accounts. These posts can be related to news releases, seasonal events, homecomings, and local events.

Not only will sharing content from others increase reach, but curated content—content repurposed from someone else—will ensure that your page stays active and timely. Tag a user on a specific social media platform by typing the “@” symbol and then their name. For example, if you wanted to tag the Army National Guard on Facebook, you would create a post and type @NationalGuard.



KEEP IT SHORT AND SIMPLE

Avoid using jargon, especially if you aren't defining the terms you are using. It's fine to use military phrases occasionally such as MOS or APFT, but the potential recruit might be intimidated if they can't relate to posts. If you are including jargon, define the acronyms you are using. If you include BCT in a post, write out Basic Combat Training (BCT). For content, consider incorporating vocabulary words as graphics or weekly posts.

WRITE IN A CONVERSATIONAL TONE

Your audience needs to be reminded that there is a person behind the brand. Do not create content that is overly promotional or sales-like. Instead, act as if you're talking to a friend and be relatable. But remember, proper grammar and correct spelling is still a must. Your post should never read, "R u going to join the Guard?"

MORE CONTENT IDEAS, PLEASE!

Now that you know the industry's best practices for content creation, let's talk about content ideas specific to Army National Guard (ARNG) recruiting. Some post ideas include:





- **The process of joining the Guard:** Meeting with a recruiter, studying for the ASVAB, ASVAB practice questions, Split Option Training, RSP, MEPS, choosing an MOS, and more.
- **Physical fitness:** Tips for getting in shape, what the AFPT is, how to lose weight, and Soldier workouts.
- **Benefits and educational opportunities:** Insurance, health care, buying a home, family support, retirement, ROTC, GI bill, and tuition assistance.
- **Day in the life:** Managing careers, having a family, relationships, balancing civilian and Soldier life, and drill schedule.
- **Equipment and types of training:** Helicopters, weapons, tanks, uniforms, and mission-specific training options.
- **Motivational quotes:** Light-hearted and engaging quotes provide a break from specific recruiting messages.
- **Guard facts and trivia:** Make sure the questions and facts engage and relate to your target audience—avoid too much history.
- **Awareness months and days:** It may be difficult to create content for National Tie Day, but tailoring content to fit Military Family Appreciation Month in November is an easy way to engage users and an opportunity to become a part of a bigger conversation. Create a calendar that highlights observances and holidays that you want to pay attention to. These are always mentioned in the weekly ARNG social media newsletter for reference, too.





SAMPLE CALENDAR HIGHLIGHTING OBSERVANCES AND HOLIDAYS	
MONTH	OBSERVANCE
January	New Year's Resolutions, MLK Jr. Day, Hat Day
February	Black History Month, Super Bowl, Valentine's Day
March	Women's History Month, Pi Day, St. Patrick's Day
April	Month of the Military Child, Earth Day
May	Military Appreciation Month, Memorial Day, Mother's Day, Military Spouse Appreciation Month
June	D-Day, Army's Birthday, Father's Day
July	Independence Day
August	Back to School
September	Hispanic Heritage Month, Emergency Preparedness Month, 9/11 Remembrance
October	National Day of the Deployed, Halloween
November	Native American Heritage Month, Military Family Appreciation Month, Veterans Day, Thanksgiving
December	Army National Guard's Birthday, general Holiday Season

STAYING CURRENT

Keep an eye out for news stories that are relevant to the ARNG brand and your state—especially during disaster season and homecomings. One way to stay up to date is by creating a Google Alert (see the appendix for more information), so when news breaks, an alert will be sent directly to your email. The same can be done for Flickr, Defense Visual Information Distribution Service (DVIDS), and, of course, by signing up for ARNG’s public affairs’ distribution list. In addition, follow major news channels in your area and your local high schools to stay current.

WORK CLOSELY WITH THE PUBLIC AFFAIRS OFFICE

Typically, it takes time after news breaks to upload photos or to get a formal release. However, since social content should be short, a quick reference to a news item still makes a good social post. In addition, follow military news, other state pages, and national sites to stay up with the conversation taking place.

Facebook and Twitter are excellent resources for sharing and capturing news. Don’t forget to check in for five minutes every couple of hours to see if there have been any changes to a story and anything worth sharing.





SOCIAL MEDIA

CHANNELS OVERVIEW

With content addressed, it's time to look at specific guidelines that are essential to the success of your social media platforms. Each social media platform offers unique opportunities to:

- **Build relationships:** Ask questions and respond to comments and direct messages (DMs).
- **Gather feedback:** Ask what users want to see from your page.
- **Nurture leads:** When audiences know you're listening, they will seek you out for answers.
- **Drive conversions:** Close the deal.

Each social media channel has its own nuances, audiences, and best practices. Although all social networks used by ARNG are explained in detail, don't forget to narrow the focus for your state's recruiting efforts and only invest resources where it makes sense for you. It's tempting to jump on new social media networks and promote your state, but before you think about joining a new network, ask yourself:

- Who is my target audience and are they on this social media channel?
- Do I have content to sustain this account?
- Can I be active and engage with users?

Once you've answered these questions and know what channels to focus on, visit each platform's specific page for guidance and suggestions.





FACEBOOK

Facebook continues to be the most widely used social network to date with more than 2.2 billion active users and has shaped online communication as we know it. Over time, it has helped bridge the gap between brands and their communities. Opening a channel for instantaneous access, Facebook has helped determine how we expect to hear from and interact with organizations. As more people and brands become active on Facebook, the amount of content and brand saturation for individual users increases. Yes, Facebook's News Feed algorithm cuts through much of the "noise" by showing users what it deems to be content that is most relevant on an individual (and contextual) basis, which is even more reason for brands to be interesting, add value, and encourage engagement to stand out from the crowd. In fact, Facebook's algorithm can hurt or help your content at any given time."

YOUTH FACEBOOK USAGE IN 2018

- Facebook is no longer the dominant online platform among teens ages 13 to 17.²
- Less than half of youth ages 12 to 17 use Facebook at least once a month.³
- 44% of users ages 18 to 29 say they deleted the Facebook app from their phone in the past year (2017 to 2018).⁴
- In 2018, Facebook is expected to lose two million users under the age of 25 and Snapchat will pick up 1.9 million users within that age bracket.⁵
- 34% of 12- to 17-year-olds think Facebook is for "old people."⁶

2 <https://www.cnn.com/2018/02/12/facebook-is-losing-younger-users-to-snapchat-according-to-a-study.html>

3 <http://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/>

4 http://assets.pewresearch.org/wp-content/uploads/sites/14/2018/05/31102617/PI_2018.05.31_TeensTech_FINAL.pdf

5 <https://www.comscore.com/Insights/Blog/5-Interesting-Facts-About-Millennials-Mobile-App-Usage-from-The-2017-US-Mobile-App-Report>

6 <https://www.cnn.com/2018/02/12/facebook-is-losing-younger-users-to-snapchat-according-to-a-study.html>

- Lower income teens ages 13 to 17 are more likely to use Facebook than those from higher income households.⁷
- 29% of 18- to 34-year-olds said Facebook is their most essential app.⁸

To ensure your content is seen, optimize and keep these **Facebook tips in mind**:

CONTENT REIGNS SUPREME

Everything posted on Facebook is considered content, including status updates, images, videos, live events, and even profile picture changes. As we know from the News Feed algorithm, how users interact with your content is important.⁹ All posted content is an opportunity for increased reach and engagement. To increase engagement and, ultimately, to ensure your content is populated on your followers' News Feeds, provide a call to action for users, including "learn more," "visit," or "tag."

MODERATING GUIDELINES

Everyone wants to ensure that his or her opinion is seen by everyone, no matter how vulgar, inaccurate, or unsuitable it is. To combat this, identify how you'll address inappropriate content on your Facebook Page and make this stance publicly available to your team. These guidelines let your community know what you will and will not allow, what you've deemed as appropriate conversation, and the expectations you have set for your Page. However, just because you say it, doesn't mean it will happen. Facebook is a public space, so you can't control everything people say. Provide your moderators with:

Examples of when to remove content: Personal promotional content, harassment and abuse, derogatory or offensive language, threatening posts, comments that paint the Guard in a derogatory way, and posts that contain personally identifiable information (PII).

Examples of when to address comments instead of removing them: Complaints, negative commentary that can be rectified (i.e., my recruiter never reached out), and critical statements. You might not always like what people have to say, but continuously censoring

⁷ <https://go.forrester.com/blogs/the-data-digest-among-youth-facebook-is-falling-behind/>

⁸ <http://www.pewresearch.org/fact-tank/2018/09/05/americans-are-changing-their-relationship-with-facebook/> <http://www.pewresearch.org/fact-tank/2018/09/05/americans-are-changing-their-relationship-with-facebook/> <http://www.pewresearch.org/fact-tank/2018/09/05/americans-are-changing-their-relationship-with-facebook/>



conversation will make users feel as if they can't have an open dialogue and, as a result, engagement will suffer.

ENGAGEMENT

It's not enough for users to comment on, "like," or share your content. You must also engage with fans and followers by liking their comments, responding when they have questions, addressing negativity that's within your control, sharing content from others, and simply saying "congratulations" or "hooah." Users want to interact with your state and will go out of their way to do so by becoming a fan and engaging. Don't lose out on their excitement by not engaging with them.

CREDIBILITY

A large part of your online brand is building your credibility. Users are following your Page because they view you as the authority on Army National Guard (ARNG) knowledge, specifically for your state. Just because it is social media doesn't mean grammar and spelling are disregarded. It's okay to answer comments and questions in a conversational tone, but to maintain professionalism, try not to use slang. Additionally, sources and news should be fact checked before sharing them on your social media sites. Do not share links to malicious sites, and if you believe you've been hacked, change your password immediately.

FACEBOOK BEST PRACTICES

Facebook has its own set of "dos" and "don'ts" for brands to keep in mind. At its core, Facebook is a social network that keeps users connected with one another. It has also evolved into a platform for brands to engage with their fans, but it's important to keep the connection aspect at the forefront. Here are a few tips to get you started:

DON'T OVERWHELM YOUR AUDIENCE

If you are posting three times a day on Facebook, fans will get overwhelmed and hide your content, or worse, stop following your page; posting once a day will suffice, as long as your content is appealing and engaging. If you are contemplating posting more, do so on days when you might have one post for an observance or holiday. This will allow you to share content as part of your normal calendar. For instance, on Martin Luther King Jr. Day, you might choose to post in the morning about the observance and then



post an article or information about a job later in the day. If you are worried about the number of posts, think about what you, as a Facebook user, would like to see from other brands.

RESPOND

We've mentioned engaging with users by responding to questions, concerns, negativity, and even good news, but response time is also important. Users expect an immediate response on social channels, more so than on traditional internet channels, such as email. In most cases, strive for same-day responses. It's important for your followers to know you're there—on Page posts or in DMs.

TAGGING USERS AND ORGANIZATIONS

If you want to call out another public Facebook page or user, you can directly link to their Facebook Page by typing the "@" symbol and then their username, which notifies the user that you are posting about them. Facebook will help guide your selection with a drop-down list of suggestions. Tag users and organizations in posts if you're working on the same campaign, if a user made a great comment that you'd like to call out, or if you want to ensure an organization sees a post. Please note that private users can't be tagged unless you're replying to a comment that they left on your page.

FACEBOOK ADS AND CONTENT BOOSTING

For step-by-step instructions on how to create a Facebook Page, boost ads, or create campaigns, please reach us at arngstatesupport@forsmarshgroup.com.

GOING LIVE ON FACEBOOK

If you're attending events in your community, working out with the local football team, or giving a pep talk on careers in the Guard, consider going live on Facebook. This is an excellent way to connect with your audience in a new way and give them another Guard perspective to consider. Before you hit the "start" button, consider the following:

Give notice: If you know approximately what time you'll be going live, create a post to let people know. An example could be "Going live from the State County Fair in 15 minutes! Tune in to watch me go in the dunk tank."



Go live with a strong connection: Check to make sure that you have a strong signal before going live. WiFi tends to work best, but if you can't find a nearby network, you'll want a 4G connection. If you have weak signal, the "Go Live" button on Facebook will be grayed out.



Write a description: Before you hit "go live," Facebook will ask for a sentence about what you're broadcasting. This is an easy way to peak people's interest.

Engage with people: This can be tricky since you're busy going live, but if you see comments, try to say, "Hey John, thanks for joining!" If you can't respond in the moment, go back after you're done and respond, or encourage follow up, such as, "if you want more information, reach me at: recruiter@email.com."

Broadcast for longer periods: Try to broadcast for at least 10 minutes, and only start the broadcast if something interesting is happening. If you start going live and it's a video of nothing happening, people will tune out.

Equipment: Point and shoot is the easiest way to go live, but you need to keep the camera as still as possible, unless you're walking around showing aspects of an event, or filming yourself. If you want to go live and show a performance, for example, invest in a tripod.

Sound: Make sure people can hear you or hear what you want them to hear. People will comment if they can't hear and if you don't fix it within 15 seconds, they will tune out. So get close to the action, or speak loudly.



TWITTER

Founded in 2006, Twitter's micro-updates have revolutionized access to real-time information. With 336 million active users, Twitter's simple interface allows users to share anything from breaking news, sports updates, live event posting, and overall brand promotion. The beauty of Twitter is that it allows users to access what they want to know—not just what they need to know—by accessing relevant hashtags. Users follow brands they care about and create personalized feeds to see posts they truly care about.

Brands joining the network must realize that quantity and quality are important factors to becoming successful on Twitter. Let's take a look at tips that will make your state great on Twitter.

Make sure this is the platform for your state:

- Why are you on Twitter?
- Who is your audience?
- What is your story?
- How will you define success?
- Do I have enough content to sustain a profile?

Understanding how you want your state to be portrayed and what you want your content to convey is important.

Twitter now allows a tweet to be 280 characters. Remember, just because you can create a long post, doesn't mean you should. Keep posts to the point to get your message across. Your state and voice is portrayed in every active and passive interaction—posts, responses, and retweets. As your state continues to flourish, ask yourself a few questions:

- How would your state ARNG talk?
- How would your state ARNG respond to negativity?
- How would your state ARNG incorporate humor?
- How would your state ARNG talk to users?



TIPS FOR TWITTER

COMPLETE YOUR PROFILE

When users visit your profile page, it is their first impression of your state, so ensure that your page is filled out as completely as possible, including your account name, location, National Guard website URL, profile picture, and cover photo. These fields are often what users look at to decide if they should follow your page or interact with your content. Give them a reason to follow you by conveying your state through your profile.

Vary your content: There's nothing worse than delivering the same type of post over and over again that is written slightly different. Brands that constantly push promotional messaging lose users' interest quickly. In addition to promotional material, share facts about your state's Guard, statistics, news, and upcoming events.

If your audience is not active on Twitter, consider going live on one of your more robust platforms such as Facebook or Instagram.



TWITTER BEST PRACTICES

Twitter may seem straightforward, but just like other social networks, there are things to keep in mind that will lead to success for your state. Let's explore tips to help your state provide new recruits and current Soldiers the best information possible using Twitter.

DON'T OVERWHELM OR SPAM YOUR AUDIENCE

As mentioned with Facebook and for all social media platforms, don't spam your followers. This means:

- Do not start sharing content with irrelevant hashtags to promote your content or state.
- Do not post multiple times within in a short time frame (10 tweets within one minute, for example) unless you are live-tweeting an event.
- Do not send an automatic direct message when you get a new follower, which is considered spam.



- As with all content, be sure to keep your tweets relevant, helpful to followers, and spam free.

DIRECT MESSAGES

Direct messages (DMs) are helpful when you need private information or when a user prefers to interact with your state directly. Remember, you can only DM people who follow you and vice versa. If you have a Twitter-verified account with a blue checkmark next to your name, you can enable a setting that will allow anyone to DM you.

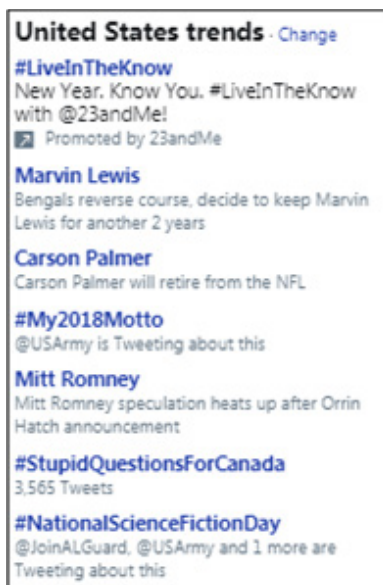
@ REPLIES

When you start a tweet with a “@username,” only people who are following both you and @username will see your tweet. If you want others to see your tweet, put a period in front of the username; for example, .@NationalGuard.

HASHTAGS

When you use a hashtag (#), you expose your state to a wider audience. Many users follow conversations and trending topics by searching for specific hashtags but might not necessarily be following you. Hashtags are meant as a shortcut and quickly explain the content your tweet contains, or show your state’s contributions to a conversation or event—they’re a categorization tool.

Each day, Twitter shows users what’s trending on a national or state level. These trends change throughout the day, but are a great indicator of what kind of post you can create for the day to be part of trending conversations and, as mentioned, exposing your state to potential followers.



RETWEET (RT)

There are two ways to retweet posts: (1) retweet a post exactly as is and do not offer additional post copy, or (2) retweet a post and include a comment of your own. We recommend including a comment of your own so that your tweet receives the engagement, instead of the original poster.

When creating posts, keep the following in mind:

- **Be personable:** Use language that is casual and authentic, so audiences know there's a real person behind the screen.
- **Offer content that is interesting:** Craft content that uses quotes, statistics, or timely news to offer audiences posts that are motivating and exciting.
- **Don't be afraid of hashtags:** Add hashtags within your post such as "Join the #NationalGuard," or at the end of your posts such as #MotivationMonday. But please #Never #write #like #this.
- **Use a call to action:** It may seem like common sense, but you should specifically tell audiences to "visit the website," "learn more," or "watch this video." If the end goal is to recruit or to drive traffic to a "Get Started" page, decide how often to link but don't forget a call to action, as it's important for measurement, too.
- **Reciprocate and engage:** If a user asks a question, makes a nice comment, or adds relevant comment on your post, it's okay to "like" it or respond.





INSTAGRAM

Instagram arrived on the social media scene in 2010 and has been a non-stop powerhouse ever since. There are more than 800 million total monthly active Instagram users and we know 59% of internet users between the ages of 18 to 29 use the platform. Owned by Facebook, this visually driven, mobile-sharing app allows users to capture, edit, and share photos and videos with a smartphone. Users take a photo or video with their mobile phone; adjust and customize the photo or video, using filters and photo-editing controls; and then upload their photos with captions, location tagging, and other text for their followers to see.

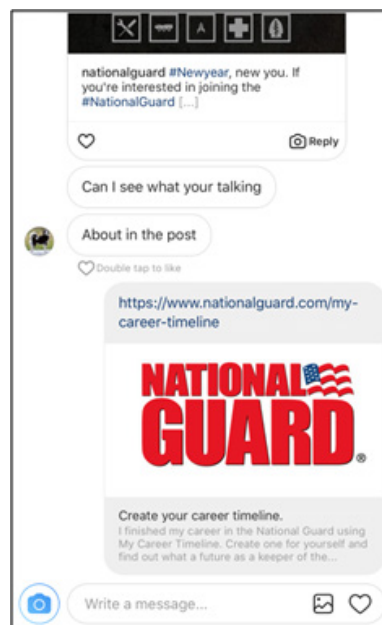
Photos and videos shared on Instagram load in a similar manner as Facebook, via a live feed on the app's interface and based on a user's interests. A user can "like" or comment on photos and videos. Similar to Twitter, users follow each other to build their Instagram networks, identifying individuals and organizations whose photos and videos they want to see in their feeds. When using Instagram, consider what your audience most wants to see, and follow the tips outlined on the next few pages.

KEEP IT SIMPLE

When creating caption for Instagram posts, language should be concise and incorporate a call to action, such as asking users to "send us a message," "leave a comment below," "visit the link in our bio," or "tag a friend."

LINKS IN INSTAGRAM

URLs added to Instagram posts are not active. You may include a URL, but users will have to remember the URL, open their browser, and then type the URL, which is a lot of work. It is recommended to tell users to visit the link in your profile, particularly if it's a link to a "Get Started" form or if you're promoting a social campaign. You can

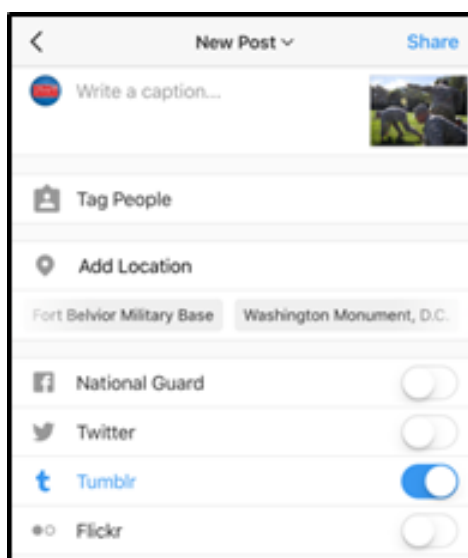


also consider using a custom link (CID from CAMPO) to drive people to your state NationalGuard.com website.

Additionally, links are active in direct messages, which is another great way to get people where you want them. If you are having a conversation with someone and want to show them a news article in which the Guard was front and center, or send them to your state website, you can do that.

CROSS-PROMOTE ON OTHER SOCIAL MEDIA NETWORKS

A great way to let your audience know that your state is on Instagram is to share posts to your other established networks. When you create an Instagram post, you have the option to share your post to Facebook, Twitter, or Tumblr. This works for some platforms when your post copy doesn't need to be as detailed, but not every post should be cross-promoted. Instagram to Facebook is seamless, but sharing to Twitter does not show your entire post, only a link to your Instagram post, which is not ideal.



USER-GENERATED CONTENT (UGC)

One of the easiest ways to gather content is to ask your followers, recruiters, and current Soldiers for assistance. This is considered user-generated content (UGC) and can be collected by asking users to submit their photos and videos with a specific hashtag or by direct-messaging your page. If you choose to use a user-generated photo, be sure to tag the user in the photo or provide a photo credit in the copy. You should also tag other states you might be doing joint training with or that are attending the same event.

Promote User-Generated Content

It's estimated that 85% of users find visual UGC more persuasive than brand photos and videos, which means it should be part of your engagement strategy. Encourage followers to use your state hashtags accompanied by a personal photo highlighting a topic or holiday of your choosing. As always, be sure to ask for permission to repost someone else's image if you plan to use it on your profile.



INSTAGRAM BEST PRACTICES

Instagram is the ideal platform for a brand to tell its story and to reach users in a visually appealing and engaging way. Let's explore tips and best practices:

ALWAYS USE HASHTAGS

Hashtags are an important tool for brands to incorporate in their content strategy, helping gain exposure among specific users based on users' particular interests. Hashtags provide an organic way for users to search for and identify posts and accounts that interest them and, in turn, help brands to grow their audience base.

Whether you're using a widely known, trending hashtag to join a conversation (e.g., #TBT, #MotivationMonday, #TransformationTuesday), or a hashtag your audience is likely to search (e.g., #NationalGuard, #BattleBuddy, #BasicTraining), each posts should include five to seven hashtags.

SWITCH TO AN INSTAGRAM BUSINESS ACCOUNT

An Instagram Business Account provides exclusive features and tools that will make it easier to grow followers. For instance, admins can access Instagram analytics and include CAMPO UTM code links in Instagram Stories (see below) for lead tracking. Within the profile itself, states can add a button that makes it easy for followers to contact them via direct message, phone call, or email. Learn how to convert your personal Instagram profile to a business one [here](#).

SCHEDULE YOUR POSTS

The latest Instagram update now allows Business Accounts to schedule posts in advance using third-party tools like Hootsuite or Later. For now, Instagram has not yet announced any plans to integrate a scheduling capability directly into its app. This new feature is huge for those who find it difficult to post content consistently.

EXPERIMENT WITH TAGGING OTHERS

There are a variety of types of posts to choose from when creating content for Instagram, including photos, videos, and carousel. Try to experiment with each kind regularly and see what engages your audience the most.

Your state can and should mention influential users, such as @NationalGuard, or tag users in images that you share to achieve higher engagement. Engage with your followers by "liking" their



images and videos, commenting on content, or reposting content. When you tag and interact with users, you humanize your state, which encourages others to interact with you.

POST COPY

The length of your post copy should be short and concise, unless you are quoting someone, sharing a story, or providing a description that may require longer text. Other ways to increase engagement include asking individuals to tag their friends or asking for comments. Additionally, by “regramming” your followers’ posts, your state can increase engagement with its audience and increase brand affinity, cultivating a more connected community.

Suggestion: As always, be sure to ask for permission to re-post someone else’s image if you plan to use it on your profile.

POST TIMING AND FREQUENCY

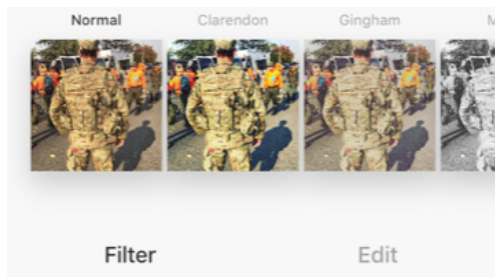
There is no magic time of day when it comes to posting. Your state should test different posting schedules, posting at various times each day to identify the best times to engage with your audiences. Your state should expect to create and post approximately 30 times per month on a regular posting schedule.

IMAGE QUALITY

The higher the image quality, the more likely users are to engage. Photos should be in focus, high resolution, and relevant to your state’s audience. Your state should also post a variety of photos and videos. Although images and videos should be high quality, a newer mobile device with a camera will suffice, as long as the image is focused.

USING FILTERS

Instagram offers various filters that allow images and video to be augmented in color and gradient. Some filters offer a black-and-white look, let more or less light in, and provide a vintage look. Test and experiment with what users engage with and how your photos look.



INSTAGRAM STORIES

Instagram Stories were introduced in August 2016 and they enable users to upload photos and videos to their Instagram account that disappear after 24 hours. These stories are not posts; instead, they provide an opportunity to showcase an event without spamming your followers with multiple posts back to back.

Instagram Stories allow you to add drawings, text, geotags, and emojis to your images and can be accessed at the top of your Instagram feed. First things first—

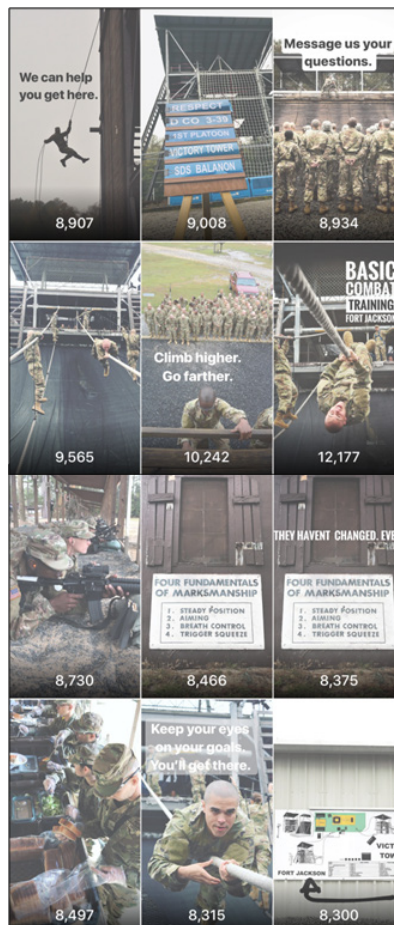
Create your Story: From your feed, swipe right and you are ready to post an image or video just as you would if you were posting on Instagram itself. If you want to share a photo or video that you took at an event within the past 24 hours, then swipe up on the screen and select what you want to share.

Give some context: Unlike a standard Instagram post, there is no copy to write. So get creative with the marker and emoji tools!

Tap the “Aa” button to add text on top of the photo or use the pen icon to draw something. When you are finished, click the “Done” button and the photo will be ready to add to your story. If you want to get rid of the photo, hit “Cancel”; to save it, hit the download icon.

Measurement: You can see how many people view your stories for up to 14 days, making reporting a breeze. Another way to measure engagement is to see how many people reply to your story. If users see a story that they like, on the story, they can reply to it through direct messaging. Make sure to follow up, even if someone says, “cool,” sending a “thumbs up” in response shows that you are listening.

Another neat feature to add to your Instagram Stories is polling. You can add a question, with two answer options, to your Instagram Story image or video. Your followers will tap on the answer they’d like to choose, and to see your poll responses, swipe up, just as you would to get the stats for any regular Story post. To create a poll, open Instagram and swipe right. From there, you can take a picture, video, or upload a recent picture from your camera. Next, you’ll tap



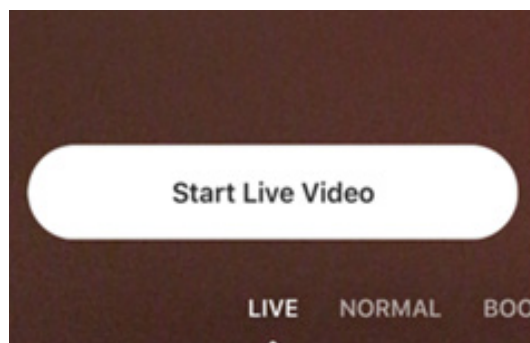
the sticker icon at the top, and choose the poll option. You can keep the “yes” or “no” format, or type in your own answer choices.

Let’s talk about poll ideas:

- **General feedback:** If you’re trying something new on Instagram—maybe new graphics or Soldier features—ask for feedback! An example could be, “Have you seen our new Soldier feature posts shared every Tuesday?” This engages people and promotes your content for free.
- **Announce changes:** With new PT uniforms and ACUs being phased out, a poll is an easy way to make announcements. For example, you could upload an image of the ACU and ask, “Do you have the new uniform? Everyone will need it by October 1, 2019.”
- **Put it to a vote:** Similar to posts you might have seen on Facebook in which users “like” for one option or “heart” for another, upload a photo and ask users to vote for their favorite. You can create a graphic for this or find an image. A few ideas:
 - Ft. Sill or Ft. Leonard Wood
 - Black PT uniforms or gray
 - Cheese tortellini MRE or Chili Mac

INSTAGRAM LIVE

Similar to Facebook, once you open the Instagram app, you will swipe right and see a screen on which you can take a picture or video, create a Boomerang, and go live.

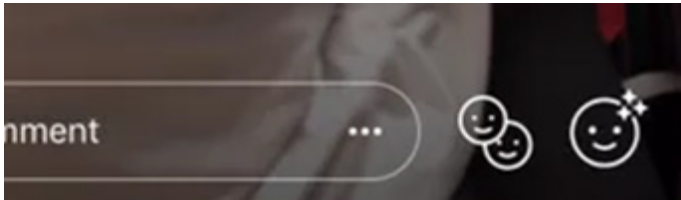


- Once you decide to go live, Instagram will check your internet connection. If you have weak service, the stream may be interrupted or choppy. Avoid that at all cost.
- With Instagram, there is no title and going live happens within three seconds using a countdown so make sure you’re ready



to go.

- Videos can be saved to your camera roll. Click “Save” once you end the video to share it on your other platforms.
- Add a buddy to go live with. Once you’re live, you’ll see an icon at the bottom of the screen that looks like two smiley faces sitting next to each other. Tap the double smiley icon.



A list will pop up and you can tap to add one person from your list. The friend must be watching your live Story to add them, so be sure to give your chosen co-host a heads up. Once you tap to add your friend, your friend will receive a notification on his or her screen, giving him or her a choice whether to join or not. If your co-host accepts, viewers will see the screen split, and your co-host’s live feed will fill the second half of the screen.

INSTAGRAM USAGE

- 75 percent of female and 69 percent of male teens use Instagram
- 71% of Americans 18-24 now use Instagram
- Among U.S. teens ages 13-17, 72% use Instagram



YOUTUBE

Since its creation in 2005, YouTube has become more than just a place to watch funny videos. YouTube receives more than 30 million visitors per day and in an average month, eight out of 10 18-49 year olds watch YouTube, making it the world's second largest search engine. It's a place for users to explore their topics of interest and act as a springboard for internet fame. While the puppy and kitten videos can still be found, YouTube has become a place for how-to videos, behind-the-scenes looks, and niche point-of-view videos from users with varying expertise. It may seem easy to point, shoot, and voila—a video is made! But let's explore some of the strategy behind those videos.

CREATING HOW-TO CONTENT

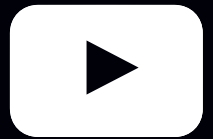
Users often head to YouTube to seek out tutorials and how-to videos (e.g., sleeve rolling), which are incredibly valuable when establishing authenticity, creating a need to follow your state, and helping your audience better understand the inner workings of the ARNG. Additionally, videos can offer users an inside look at specific MOSs, live event coverage, or a question-and-answer session.

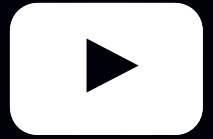
EXCLUSIVITY

This exclusive content can take the form of live events, a walkthrough of equipment or technical gear exclusive to ARNG, or even insider state news, such as Guard activation or natural disaster relief. Giving these audiences exclusive access to different types of content will make them feel included and “in the know.” Additionally, creating channel-specific content gives individuals a reason to follow you on more than one profile or channel, increasing the depth of their relationship.

QUALITY OVER QUANTITY

Uploaded videos should be as high quality as possible. Blurry, dark, or shaky videos are not effective in engaging audiences, since they may have trouble determining what they're watching. Furthermore, audiences view content on multiple devices—desktops, smartphones, tablets—and the quality is not always the same. At the state level, managing a YouTube account can be difficult without the assistance of public affairs. Consider adding videos based on your ability to produce high-quality videos.





YOUTUBE BEST PRACTICES

YouTube allows users to get a glimpse into your state and, potentially, take a journey with you, whether through a how-to video or by simply learning more. Keep the following best practices in mind when using YouTube:

“FAVORITING” AND SUBSCRIBING TO OTHER CHANNELS

If you “thumbs-up” a video, it also shows up on your profile page as a video you favorited, and it is shared with your friends and subscribers. Subscribing to a channel means that you’ll see all of the latest uploads and favorites on a feed on your page. This is the equivalent of following someone on Twitter, so keep in mind who you’re subscribing to and the videos you “like” when representing your state.

UPLOADING VIDEOS

To make things simple, YouTube accepts nearly every known video format. Make sure your video description is search engine-optimized. This means your title and keywords are target-specific and your videos are properly categorized. Every bit of relevant information that you add to your YouTube upload creates more opportunity for people to find your video.

If you have social media profiles linked to your YouTube account, you can share your newest video to them by selecting their icons.

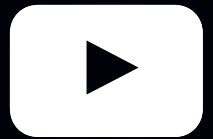
The screenshot shows the YouTube video upload interface with the 'Basic info' tab selected. At the top, a blue bar indicates 'PROCESSING DONE' and a 'Publish' button. Below this, a message says 'Click "Publish" to make your video live.' and 'Some changes are not yet saved.' The 'Basic info' tab is active, showing fields for 'Title', 'Description', and 'Tags (e.g., albert einstein, flying pig, mashup)'. To the right, there's a 'Public' dropdown menu, a 'Add a message to your video' button, and 'Also share on' options for Google+ and Twitter. Below these are 'Add to playlist' and 'VIDEO CREDITS' sections. At the bottom, there's a 'VIDEO THUMBNAILS' section with three thumbnail images and a 'Custom thumbnail' button. A note at the bottom right states 'Maximum file size is 2 MB.'

When filling in your video description, keep the following optimization tips in mind:

Title: When we search for videos, one of the first things that our eyes are drawn to is the title. That's often what determines whether or not the viewer will click to watch your video, so the title should not only be compelling, but also, clear and concise.

Description: The official character limits for video descriptions is 1,000 characters, but remember, YouTube only displays the first two or three lines of text, amounting to about 100 characters. After that point, viewers have to click "show more" to see the full description, which is an extra step they may not take. To get the most out of your videos, front load the description with the most important information, like a call to action or web link.

Tags: YouTube uses tags to understand the content and context of your video so that it can associate your video with similar videos, which can broaden your content's reach. With this in mind, don't use irrelevant tags because you think it'll get you more views—in fact, Google might penalize you for that. Stick with keywords that would lead to your video such as "National Guard," "basic training," "what is basic training."





LINKEDIN

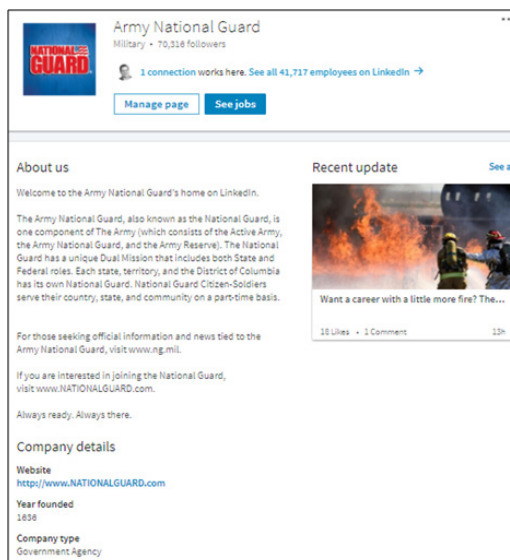
Founded in 2002, LinkedIn is the world's largest professional network with more than 500 million members in 200 countries and territories around the globe. It connects colleagues with each other, businesses with current and potential employees, and aids job seekers' job searches, all while promoting community development and content sharing. LinkedIn's strength for your state lies in its ability to build authority, establish thought leadership, and cultivate a robust network. Read on to learn more about LinkedIn and see if it's a match for your state goals.

LINKEDIN FOR BUSINESS

LinkedIn has become much more than a networking site for professionals. It has turned into a Facebook-like atmosphere where users and companies share interesting news articles, recent statistics, job openings, and tips for career fields.

Currently, 52% of LinkedIn users are between the ages of 18 and 34, making them prime targets for recruiting. Once you've created your page, let's talk about next steps and

tips for success. First off, tell everyone. You need a following. Every Soldier from your state should find your LinkedIn page and follow it. You can also announce your page on your other more popular social networks by creating a graphic and giving users the link to your page.



COMPLETE YOUR COMPANY PAGE

Fill in as many details as possible about your company and ensure the information is always up to date. If you change your structure or have company news to share, be sure to update your company page on LinkedIn, because it will update in your followers' News Feeds.



RESPOND

Similarly to what you do on other social networks, make sure to respond to posts, comments, and questions from followers. If they have a complaint, address it. Answer questions and offer advice and assistance. Remember, you can “@” people on LinkedIn, so respond directly to comments or questions in a timely manner.

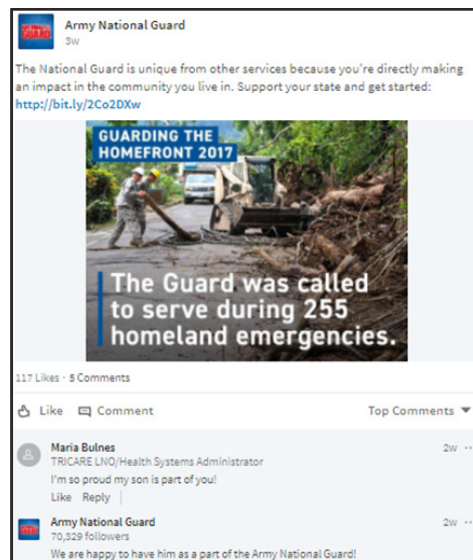
TARGETED POSTS

LinkedIn allows brands to create posts for specific audiences. This means that you can target posts to segments of your audience(s) by industry, job function, seniority level, geography, and more. Targeting is useful if you want users in a certain location or career field to engage with your content. Impressions and engagement numbers may be lower, but leads may be higher. Ask yourself if you are active on LinkedIn. Are other states? Look at examples to get an idea for post and engagement expectations.

LINKEDIN BEST PRACTICES

BE GENUINE

Again, as with all social media channels, with every interaction you have on LinkedIn, represent your state as authentically as you can. When users ask a question or respond to your post, offer a personalized interaction and make them feel like you actually value and care about them and their interest. On this network, you are likely to hear from prior Service members and jobseekers more than a new recruit, and a response might open the door to a possible message and conversation.



IF TIME ALLOWS, CONSIDER JOINING A LINKEDIN GROUP

Contribute to popular discussions that LinkedIn members have already started. As people “like” and reply to your comments, you have a chance to become a “Top Contributor” in the group. When appropriate, link to your company’s page to help interested members gather more insights and info.

SHARING CONTENT

Since hashtags aren't recognized on LinkedIn, avoid tools that automatically transfer posts from other platforms, as posts from other platforms may not make sense to your LinkedIn audience. Posts on LinkedIn should be informative and stay on the professional side. Types of popular content include:

"Top" lists: Create a "Top" list, such as "Top 5 Professional Skills that Translate into Service with the Army National Guard," to educate users and provide quick information.

ASVAB Questions: Trivia is popular on LinkedIn and people love a good challenge. Other post types could include trivia or facts about ARNG.

Articles: Recent news about your state. This could be any type of coverage, as long as it's timely and relevant.

POST LENGTH

There isn't an optimal post length for LinkedIn updates, but multiple paragraphs are never a good idea. Include only the most important information that you're trying to convey, and always include a call to action, such as "read more," "visit," or "learn more." As a reminder, hashtags are not recognized on LinkedIn, so avoid them.



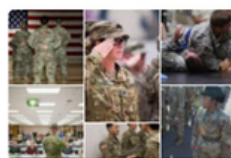
PINTEREST

Pinterest is a social network built around sharing visual content only. Users share visual images from the web by “pinning” them on to a series of virtual pin boards. “Pinner” can create, share, collect, and repost information in picture, image, or video format. How can the Army National Guard (ARNG) use Pinterest?

BOARDS

Boards are where people collect and organize their Pins. Each board tells a unique story about what that person cares about, and people follow boards with Pins they like. Boards will focus on popular social media topics, multipurpose themes, and trending topics. Pins are created by repurposing content from ARNG social media channels. The Boards that ARNG focuses on include:

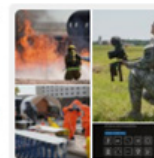
- Basic Training
- Fitness
- Careers
- Quotes
- Guard Facts
- Community
- Benefits
- Guard Family
- Camaraderie
- RSP



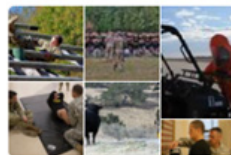
Basic Training
58 Pins



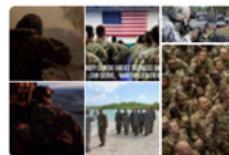
ASVAB Practice Questions
79 Pins



Guard Careers
149 Pins



Guard Strong
88 Pins



Guard Motivation
124 Pins



Guard is Family
69 Pins

Although states may not benefit from Pinterest, it's a great resource to consider when brainstorming content ideas, annual campaigns, and seeing what other topics and items are being shared by Pinterest users who have linked to ARNG. Although lead generation may be less possible through Pinterest, it may help educate and inform users before exploring NationalGuard.com or talking to a recruiter.



SNAPCHAT

Snapchat, often referred to as Snap, is a social media app founded on the core concept that any picture or video you send is made available to the recipient for a short period of time before it becomes inaccessible.

Launched in 2011, Snapchat allows users to add captions, drawings, filters and lenses to their photos and videos (also known as “snaps”). Unlike other messaging apps, these videos and photos are only available for 10 seconds before they disappear. Anything shared through Snapchat is erased, nothing is stored or archived.

This temporary nature of Snapchat may be why some organizations call it the poster child for imperfection. Originally, it was designed this way to encourage a more natural flow of interaction between friends. Snap interactions are quick; users can send videos of themselves with their smartphones within seconds.

Snap has become notable for representing a mobile-first direction for social media, as it does not have an online web presence like that of Facebook or Instagram. Snapchat emphasizes innovative digital interactions, incorporating augmented reality objects and making frequent app updates.

FOLLOW AND BE FOLLOWED

To follow someone on Snapchat, an individual needs one of two things; the person’s cell phone number or a username. The app will recommend friends to follow based on the Contacts in your cellphone, or you can use the native “Search” function to type a specific username.

If you know someone’s username, it only takes a few seconds to follow someone:

1. Swipe down anywhere on the Snapchat camera screen.
2. Tap “Add Friends”.
3. Tap “Add by Username”.
4. Type the full username of the person you would like to add.
5. Tap the “+Add” button next to the user.
6. Wait for the person to add you back.



Brands often produce public stories which can be seen by any user, and it also helps users easily connect with the brands.

Without a username or cell phone number, it is extremely difficult to find and follow a person on Snapchat.

It is good to remember that the platform has great potential to drive awareness and help guide youths in the enlistment process; however, it will not serve states with new leads.

SNAPCHAT IN NUMBERS

10 SECONDS = the length of time photo and video snaps are visible before vanishing.

30 DAYS = the length of time unopened Snaps are stored before they are erased.

24 HOURS = a story's lifetime before it's deleted from all Snapchat servers.

GEOFILTERS

Snapchat geofilters are custom created and can be used by states to build ARNG brand awareness. They can be used for specific events, sports games, ceremonies, networking events, etc. They have a fun reputation, and are getting popular for trade shows, charity events, and weddings.

While geofilters are not free, they often produce a positive ROI and gain a large amount of views for a low cost. Snapchat charges \$5 per 20,000 square feet, and the app makes it easy to geo-fence a small area, such as a building, or a couple street blocks.

TWO TYPES OF GEOFILTERS

You can submit two types of geofilters to Snapchat. Since we are focusing on the ARNG brand, including the logo makes sense. Therefore, creating an the "On-Demand Snapchat geofilter" is the best option.

Community Snapchat geofilters are for artist and designers who want to create a free geofilter for their community, university, street or other public location. This type of geofilter does not include any branding, business marks/names, or logos. They can take between 1-3 weeks before approval, but if the queue is low, community geofilters could be reviewed within a day.

On-Demand Snapchat geofilters are for businesses or individuals who want to create a filter for an event, business or a specific



location. These geofilters cost money and are usually approved or denied within hours.

CREATING A GEO-FILTER

You don't have to be an expert designer to create a geofilter; Snapchat even has templates for assistance with design and inspiration.

When designing your filter it's important to keep in mind:

- The filter must 1080 by 1920 pixels with a transparent background (.PNG)
- It must be under 300KB in size
- Snapchat suggests you only use the top or bottom 25% of the screen so users can still see their original picture behind your filter

Filters can be designed in Photoshop, Illustrator, Sketch, or Canva. It is highly recommended to test your filter with multiple images to make sure it's clear and looks great in all situations.

For example, the filter may not work on dark or light images depending which colors are used.

WHAT'S APPROPRIATE ON SNAPCHAT?

In the early days, Snap received negative publicity as it could be used to potentially hide bullying or inappropriate misconduct. The mentality is this: if content disappears, there is no trace of bad behavior. However, Snapchat prohibits accounts that promote or distribute any type of pornographic content, and it gives users the option to "report" anonymously.

For ARNG, Snapchat can be used appropriately in recruitment by staying true to brand. To use Snapchat effectively, we want to steer clear of negativity and show the value in serving the country and joining the Guard.

A few ideas include:

- Creating stories that share a recruitment event from beginning to end
- A day in the life (family, career, balancing civilian and Soldier life)
- Physical fitness (related to your routine, how you get fit and train for soldier workouts, how to lose weight)



- Guard facts and trivia
- Equipment and training (uniforms, weapons, vehicles, etc.), and
- Encouragement to contact you to learn more

SNAPCODES

Snapcodes were designed to be scanned so users can follow other users without ever typing to search for a username. Snapcodes are essentially QR codes. To view a Snapcode, open the Snapchat app and tap your bitmoji at the top left of your screen. Tapping your profile picture will give you an option to “Share Snapcode” or “Save Snapcode to Camera Roll”.

INSTAGRAM VS. SNAPCHAT

Instagram and Snapchat offer very similar effects and features. A few examples of shared features include: short video “stories”, the ability to share publicly and/or privately, filters, and lenses. While Instagram is still notably more popular among all demographics, Snapchat is used most frequently by younger age groups. Snapchat has more limits than Instagram on longevity of content and the ability to search for friends.



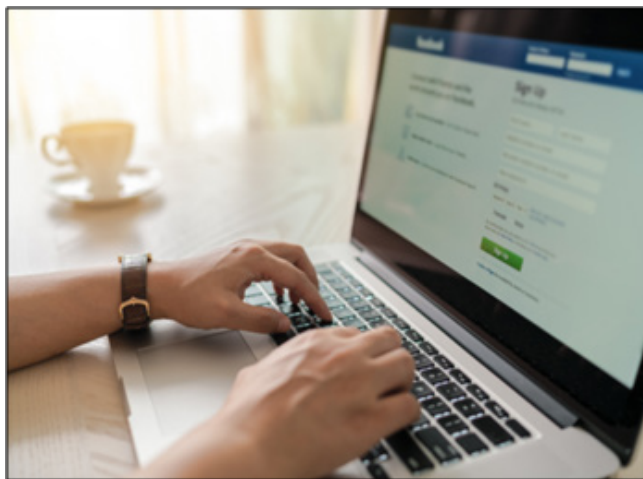


PAGE MANAGEMENT

It's easy to forget that part of successfully using social media is actually being social; your state cannot "set it and forget it." Posting content that contributes to meaningful conversations gets you part of the way there, but it's also important to engage with followers in order to keep them. This is part of page management across all of your social media channels. Below are ways to manage your social media channels in a timely and effective manner:

BE SOCIAL AND RESPOND

Look at the posts on your News Feed and read any direct messages (DMs) to assess if the messages are a question, concern, or are excessively negative. Using casual and friendly language, answer questions that are relevant (e.g., where is my closest recruiting office?), address concerns (e.g., I'm having a hard time fulfilling my duties in the Army National Guard...), and hide content that negatively contributes to the conversation.



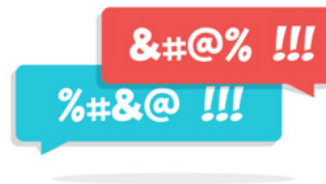
SHARE

Visit influential pages, such as Army National Guard (ARNG), Guard Your Health, fellow state pages, and Department of Defense, to find content to share or retweet onto your feed. Sharing content from others builds relationships and keeps your posts fresh. ARNG's Facebook page shares content that covers a wide range of themes and topics that new recruits find particularly interesting. Take advantage

and use this content to save time and to share a branded message.

NEGATIVE AND CONCERNING POSTS

Social media platforms encourage free speech. Be careful not to infringe on your audiences' rights, but monitor and delete as necessary when users violate your page terms. If opinions are constantly deleted, users will not feel comfortable posting, and the influential input from current Soldiers or new recruits will drop off to a strictly one-way conversation. Remember your guidelines, and delete only if content includes the following:



- Spam
- Vulgar or inappropriate language
- Off-topic conversation that does not relate to the nature of the post
- Promoting illegal activity
- Promoting services, products, or political organizations
- Copyright or trademark infringement
- Personal contact information (e.g., personally identifiable information [PII])
- Blatant negativity or offensive remarks about another person or ARNG

CREATING ADMINISTRATORS

Even if you are a one-person marketing team, it's always a good idea to have a backup: someone who can post, comment, and delete on behalf of your state's page. This also helps if you are locked out of your account for any reason or if there is turnover within your team. Some social networks, including Twitter and Instagram, do not have the ability to create administrator roles; instead, you will need to share the username and password. It goes without saying that whoever has the proper login information should be trustworthy. On Facebook and LinkedIn, administrator rights can be granted.



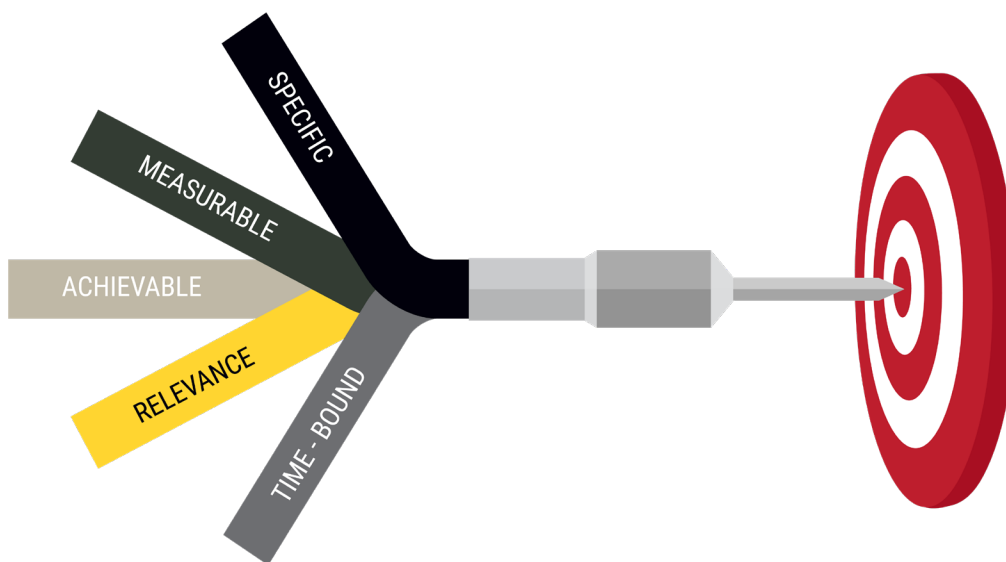


MEASURING SOCIAL SUCCESS

The great thing about social media marketing is that nearly everything your state does can be measured. It's easy to say you got 100 "likes" on a post and that it's a good milestone, but what does that really mean?

Measurement is only effective if you know what to measure and why. Gathering data that don't provide insight or inform future strategies can lead to wasted time and frustration.

Understanding what data to gather begins with setting goals for your state and its social media pages. Creating rational, achievable goals and drafting an action plan will increase the likelihood of goal completion. One of the most popular goal-setting frameworks, developed by Peter Drucker, is the "S.M.A.R.T." approach.¹⁰ Consider following this approach:



¹⁰ <http://simplymeasured.com/blog/how-to-create-s-m-a-r-t-goals-for-social/#sm.ujsdqu17m-6dctq31bhmx285n>



SMART GOAL SETTING

Specific

Write down your objective, so that it's easier to determine what it is you need to accomplish. Typically, answering the five "W" questions—Who, What, Where, When, and Why—can help achieve greater specificity.

Example: By the end of the month, I will brainstorm social media themes, such as trivia questions, trending topics, and benefits, and use them to create weekly content.

Measurable

Can your goal be measured? Create goals that can be measured by numerical data. What can your state achieve?

Example: By the first of the month, I will grow my fans on Facebook by 20%.

Attainable

Is it possible to achieve the goal you've set for your state? Is the goal you've set for your state realistic?

Example: By the end of quarter one, I will create an Instagram account for my state.

Relevant

A relevant goal should be one that has the potential to impact your state's objectives or missions.

Example: Increase engagement on Facebook through comments, likes, and by sharing content from users and organizations.

Time Frame

Give your goals a deadline. Each goal created, whether it's measurable or specific, should have a time component to it.

Example: Within six months of its creation, my state's Instagram account should have 1,000 followers.

Useful data lead to action and make your recruiting efforts more compelling. Without the data, decisions and pitches would be based on assumptions and instinct.

Measurements can be split into two main categories: Qualitative and quantitative. Qualitative data are based on observations you draw from your page and its followers and are often anecdotal in nature. Quantitative data are generally numeric in nature, can be used in true scientific analysis, and stem from a social media algorithm and numerical formula to calculate a result.



QUANTITATIVE

Followers/Fans: The number of people that “like” or follow your page. Pull this number the last day of every month to see trends over time.

- To find the growth rate: Take the present number of followers and subtract it from last month’s number of followers. Divide the total by the last month’s number of followers, and then multiple by 100.
- Example: $2,000 - 1,200 / 1,200 = 67\%$ growth rate

Engagement: This is, perhaps, one of the most important metrics of measuring your state’s success and efforts. Engagement can actually be measured by a host of different metrics, such as clicks, comments, and shares, depending on the channel. All of these different metrics combine to give you a sense of how well your audience is responding to your content.

- Nearly all social media platforms have built-in analytics, but they are not all created equal. Facebook and Twitter offer comprehensive insights whereas LinkedIn and Instagram provide moderate insights. Instagram provides minimal analytics for business accounts, but relies mostly on third-party options such as Union Metrics.¹¹

Impressions: Each time your content is displayed to someone is considered an impression. This means every share, retweet, or cross-promotion on a different platform is considered an impression. Tracking impressions across all social media channels may require a third-party web analytics tool—Facebook and Twitter both offer the ability to track impressions within their platform.

Reach: The number of people who have seen your content is your reach. Your content can be seen in various ways, including the use of hashtags, tagging others, and, of course, posting content frequently and at optimal times. Similar to tracking impressions, not all social

¹¹ <http://iconosquare.com/instagram-analytics>





media platforms offer this metric, but Facebook and Twitter do.

Timing: As previously mentioned, pay attention to when your top performing posts were posted. Remember to post not only during business hours but also on weekends and in the evening, since your audience can be online at varying times of the day.

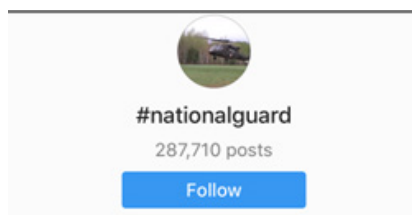
Hint: *This is where automated scheduling comes in.*



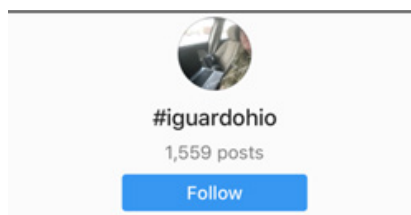
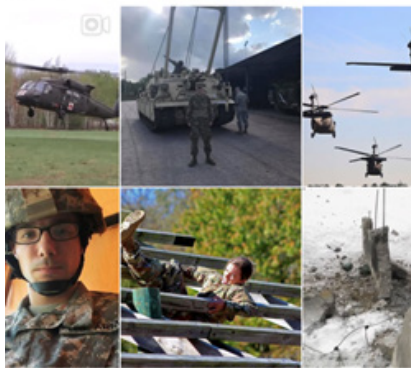
QUALITATIVE

Sentiment: Sentiment analysis attempts to measure the tone and tenor of a conversation around a stated topic or item. In social media, this is largely used to tell if people view your state and/or post in a positive, negative, or neutral way. Although this metric is not included in the platform's own social media analytics, you can get a sense of how users are responding to your content by paying attention to the comments and conversations surrounding your posts. If negative conversation violates your terms of use, remember your options of hiding, deleting, and blocking users.

Conversation drivers: By paying attention to the comments, posts, and DMs on your page, you can get a sense of what users are expecting from your page and, more importantly, what kind of content they'd like to see. Other ways of finding trending conversations relevant to your state are to search popular hashtags (e.g., #NationalGuard, #military, state-specific hashtags), follow organizations for breaking news reports and influencers in the military community, and create [Google Alerts](#) for news relating to your state and ARNG.



POSTS



POSTS



REPORTING

How to organize data findings—and what makes the most sense for your state—is up to you, but the most important aspect about reporting is to stay consistent. This means:

- At a minimum, reporting monthly on metrics and setting aside time on the last day of the month to pull your number of followers and the first of the month to plug your findings into a spreadsheet.
- Tracking metrics on the S.M.A.R.T. goals you have created for your state and social media platforms.
- Using data findings to inform content creation, post timing, and frequency.

Reporting can be as simple as recording the number of followers each month to understanding which networks may need more attention in terms of content, posting frequency, and engagement. Or, reporting can be separated by each platform to show follower growth and growth rate, engagement rate, impressions, and reach.

Hint: *You will plug these numbers into your tracking spreadsheet after visiting each page's native analytics dashboards.*

Identifying top performing posts per month will help you understand what kind of language resonates with users, whether hashtags are working, the time(s) of day that yields high engagement, and, generally, what kind of content is working. On Twitter, for example, clicking on a post (while within your analytics dashboard) will show you exactly how users interacted with your post.

WHAT IF MY POSTS AREN'T DOING WELL?

Negative feedback is never exciting to hear about or see, but it's a normal part of social media. You can't please everyone, and that's okay. Negative feedback means users hid your post, decided to hide all of your posts, unfollowed your page, or reported your post as spam. If you're not gaining followers and users are continuing to leave negative feedback, it means your content isn't resonating, and you'll need to revisit best practices for creating content.

If things don't improve, never hesitate to [reach out to the ARNG Social Media team](#). We're here to help!





SOCIAL MEDIA TOOLS

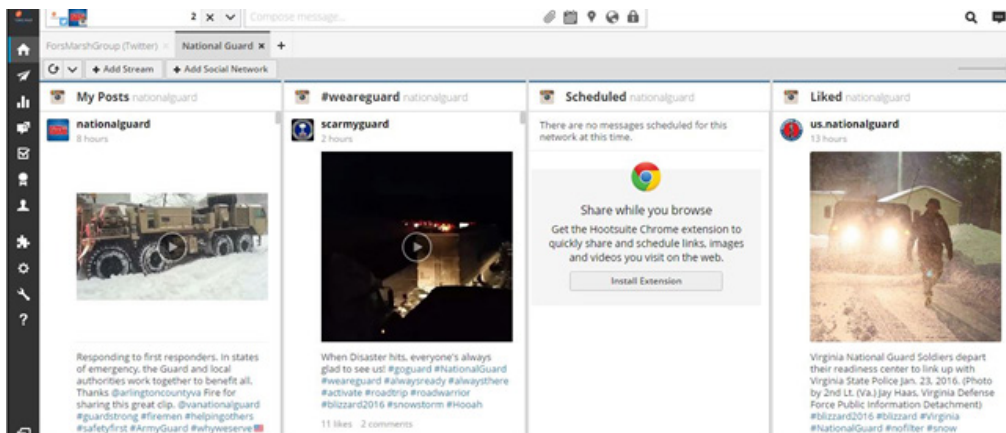
Your time is precious, and free tools, such as [Hootsuite](#) and [Later](#), can make managing your social media accounts a breeze. Hootsuite allows users to connect three social media profiles and provides basic analytics reporting and scheduling capabilities.

Pro Tip: To combat Facebook's ever-changing algorithm, use its scheduling tool. This encourages your posts to be front and center in your followers' News Feeds.

With Hootsuite, you can:

MONITOR AND ENGAGE IN CONVERSATIONS

Engage in conversations across your connected social media networks from one place. With Hootsuite's engagement tools, you can monitor and listen to the people and topics that matter the most to you.



SCHEDULE CONTENT

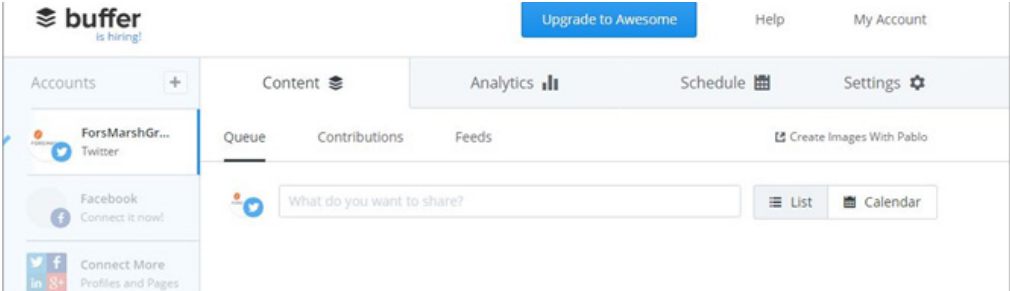
Schedule messages and automate content to post. With Hootsuite's publishing tools, you can choose the date, time, and network you'd like your content to post to, or you can let Hootsuite autoschedule your posts for a system-determined optimal posting time.

MEASURE YOUR SOCIAL MEDIA GROWTH

Visually track follower growth and learn what content resonates with your audience. With Hootsuite analytics, you can gauge how much your social media impacts your goals.



Other tools, such as [Buffer](#), have a fee of \$10 a month, but include the option to monitor 12 social profiles, and you can view analytics on engagement and the reach of your posts. You'll be able to share content and schedule posts via Twitter, Facebook, and LinkedIn. Also, you can stagger content throughout the day so your state's social media feeds are constantly updated.



THE ARNG SOCIAL MEDIA GUIDE WEBSITE

The ARNGsocialmedia.com website launched in January 2018 and was created to reflect content Marketing NCOs requested most for both present and future digital marketing needs. The website features streamlined menus, simple navigation, and easy access to the most relevant information, including weekly strategy tip articles, downloadable social media post content, and educational resources about the most popular social media platforms. Marketing NCOs are encouraged to add the website to their bookmarks for quick reference.

NOTABLE WEBSITE SECTIONS

- **Homepage** - At a glance, visitors see the latest newsletter blog posts, an easy to navigate menu, and National Guard social media channel links.
- **Newsletter Blog Posts** - Visitors can view past social media newsletter posts and quick links to get them where they want to go with one click.
- **Downloadable Social Media Images and Videos** - The website includes an archive of graphics, a gallery's worth of images, and videos for sharing on state social media channels. Content examples are ASVAB questions, short videos for sharing on Facebook pages, and motivational quotes.

WEBSITE EXPLORATION

- Learn about current best practices straight from the ARNG Social Media Guidebook.
- Browse key social media terms and acronyms for an easy brush-up anytime.
- Never forget the recommended image size for all social media channels by checking out the cheat sheet.
- Head to the "Need Help?" page to contact an ARNG social strategist directly with questions or content ideas.



WHO TO FOLLOW

Once you've established your accounts, begin following other accounts; specifically, ones that will provide relevant content in your News Feed that can be retweeted. Below is a list of worthwhile accounts to follow. Additionally, following other organizations will help you identify what types of content to share and learn more about using Twitter effectively.

ARMY NATIONAL GUARD ACCOUNTS

Army National Guard Recruiting @NationalGuard

Army National Guard PAO @USNationalGuard

STATE SOCIAL MEDIA ACCOUNTS

For links to all state social media channel accounts, visit the ARNGsocialmedia.com site [here](#).





APPENDIX 2

STATE REPORTING

Monthly reporting is an essential activity to help determine where you stand with your goals and can help you make decisions for the program. The reporting process allows you to track progress over time and to highlight successes in a simple manner that can be shown to leadership, which proves the value and return on investment (ROI) of running a social media program.

It is very important to keep track of the results of your social media campaign. By monitoring your performance and looking at what content, advertising, and platform strategies work and don't work, you will better understand how to reach your recruiting goals through social media. Here are some suggested areas to report on:

- **Leads:** Determine a way to track leads through links on your website, direct messages (DMs), or conversions on Facebook.
- **Potential Impressions:** This is the number of times your posts have been seen.
- **Reach:** The number of people that could have potentially seen your post.
- **Number of Followers Increase:** The number of fans acquired.
- **Recruiting Conversations:** The number of conversations started that were related to recruiting.

Recruiting Conversations—this metric has to be done manually. Look at all the private messages, wall posts, and comments left by fans over the past month. If anyone had some sort of question related to recruitment, count it as a recruiting conversation.



APPENDIX 3

USER GENERATED CONTENT (UGC)– USAGE RIGHTS AND GUIDELINES

One of the best ways to engage with fans, community pages, and current members is to ask them for assistance by cross-promoting and tagging. On Facebook, Twitter, and Instagram especially, this is a great way to make sure your audience knows you are speaking to them in your responses and when you share information they provided.

That said, user-generated content (UGC) and produced content by other states must be appropriately shared and tagged—here's how:

Tagging:

On Facebook, typing the “@” symbol before a brand page name (e.g., @ArmyNationalGuard) will present you with a drop-down menu from which you can select the correct state page and tag the page in your content post. If the tag works correctly, it will be highlighted blue before you click “post,” and once posted, the tag will appear as a blue hyperlink that users can click to access the other state's page.

On Twitter, the same thing can be achieved by reaching out to other accounts, using: @accountname.

On Instagram, write your post and make sure to tag the state or user that shared the content in the first place. You may also consider a third-party application to regram. To tag another account, use: @accountname. If the state is not currently on Instagram, you can also “#hashtag” the state name to ensure the state receives some credit.

Sharing Content/UGC:

Ask permission if the content you are using will need to be watermarked as Army National Guard. If you are running a campaign in which you ask users to submit photos and tag something unique (e.g., #WeAreGuard), you should be okay sharing photos you know were tagged in the same time frame as you requested. If there is any level of concern, send a DM on Instagram or Twitter. On Facebook, only use content that was generated from posts in which you specifically mention, "Share your photos with us to be featured on our page." If you do this, you will have the ability to message the user and ask permission and gather facts that will make your story complete.

The Army National Guard (ARNG) is the only military branch with the unique opportunity for branding at the state level, and is one of the ways that states can maintain their identity and still connect to the national brand and other states. This allows ARNG to be one large community.

Concerned you are using something you shouldn't?

If you are unsure about permissions, you should obtain formal approval before sharing content. Just like on Flickr or with Public Affairs Officers, images that are available for government use can be shared, used, and watermarked.

Music and Popular Clips or Memes

It can be tempting to take advantage of popular themes or current events in the news and add your language or mark. The same goes for music. With a number of new apps on the market, creating videos is easier than ever before and with plenty of options to customize them. Although popular music may be available on some of these apps, if you have not paid for the rights to use it, do not use music for the purpose of social media promotion. You can always use a stock agency, such as [Shutterstock](#), to download background music, audio files, or short clips that depict events (e.g., fireworks).

For questions on usage rights or UGC, please [reach out to the social media team!](#)





APPENDIX 4

STANDARD OPERATING PROCEDURES (SOP)

Creating a standard operating procedure (SOP) establishes guidelines and provides procedures for user support on the Army National Guard (ARNG) social networking sites. By establishing criteria that can be applied to all administrators, state noncommissioned officers (NCO) can be confident of the sites' primary purpose and be confident all responsible parties have signed off in agreement.

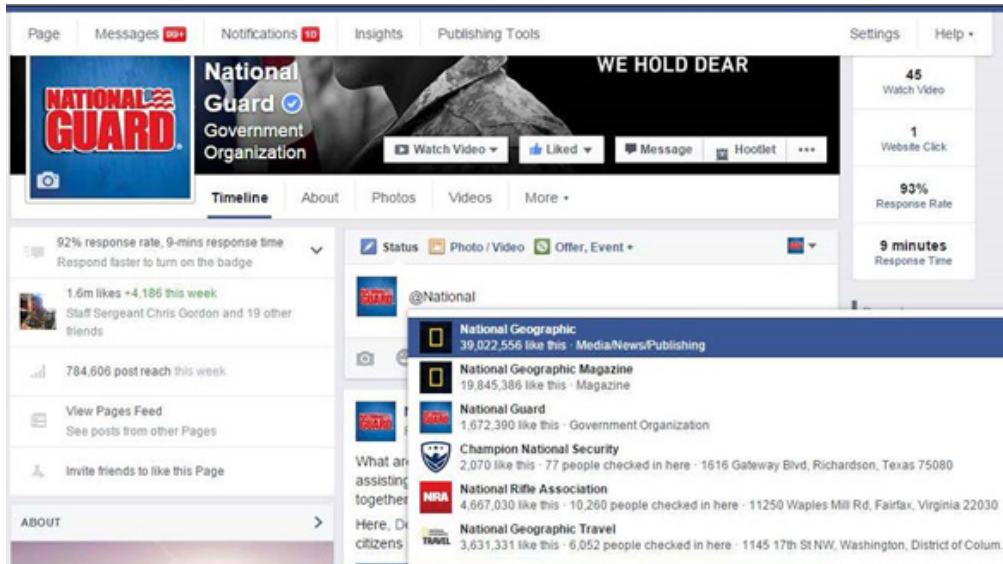
This policy can also provide instructions and guidelines to the Support Specialists who support the "personality" of ARNG through social networking pages. Their responsibility is to interact with all users that come to ARNG sites to initiate conversation or request information. The goal is to make the user feel engaged and comfortable and to assist them with any questions or concerns he or she may have regarding ARNG. This document contains the procedures to be followed when responding to users who want to interact with ARNG.

If your state social media team is fairly small, your SOP may be a few pages that highlight the "dos," "don'ts," and proper ways of responding to posts.

Your SOP should be applicable to all support personnel assigned, attached, and/or tasked to support ARNG state social media channels, including:

- Facebook facebook.com/nationalguard
- Twitter twitter.com/nationalguard
- LinkedIn linkedin.com/company/army-national-guard
- Instagram instagram.com/nationalguard
- YouTube youtube.com/user/nationalguard

It's important that all responders on your page use similar language for posts that involve sensitive issues or grief and recruiting messaging. Consistency is key. Social media is an outlet for people to share, discuss, and, at times, post grievances or complaints about a brand or entity.



Drop-down menu appears to help you search and find right page to tag.





APPENDIX 5

ARNG SOCIAL MEDIA WEBSITE

When you are first planning your strategy, there will be times when you need to brainstorm ideas for content—and who best to brainstorm with than current Soldiers and new recruits? Schedule a meeting and ask for input on the following questions to see if you can spark some ideas.

The new website was designed with ARNG MNCOs and recruiters in mind and we would appreciate hearing how the site experience is for you and how we can continue to improve it. Visit us at www.ARNGsocialmedia.com from your computer, tablet, or mobile phone. At first glance you'll see:

Home Page: At a glance, you'll see the latest newsletter blog posts, an easy to navigate menu, and ARNG social media links.

Newsletter Blog Posts: View past social media newsletter posts and quick links to get you where you want to go with one click.

Downloadable Social Media Images and Videos: An archive of graphics, a gallery's worth of images, and videos for sharing on state social media channels. Think ASVAB questions, short videos for your Facebook page, and motivational quotes.

Learning Opportunities: Learn about current best practices straight from the ARNG Social Media Guidebook. Browse key social media terms and acronyms for an easy brush-up anytime, and never forget the recommended image size for all social media channels by checking out our cheat sheet.

Otherwise, if you are looking for quick post ideas and want to get user-generated responses, consider asking the following questions:

1. What is/was your motivation for enlisting in the Army National Guard?
2. What word do you think best describes an Army National Guard Soldier?
3. If you were an Army National Guard recruiter, what benefits

of Guard service would you highlight to potential new recruits?

4. Are you making history by being the first in your family to serve in the Guard?
5. Some join the Army National Guard for education benefits, some for career skills, and others simply to serve their country and community. What's your inspiration?
6. If you have served or currently serve, what advice would you give to a new recruit entering Basic?
7. Army National Guard Soldiers are trained for combat, but they serve in so many other ways. What's the most memorable thing you've seen a Guard Soldier do?
8. In your opinion, who is a true example of an American hero?
9. If you were going to make a movie about an event in American history, which event would it be?
10. Tell us about a time that you were tested mentally and physically.
11. Always Ready, Always There: Soldiers, have you been part of a disaster response team? Tell us your story!
12. Always Ready, Always There: From Katrina to Colorado, when civilian lives are at risk, the Guard is there to help. Guard Members, have you taken part in disaster response? Tell us your story!





APPENDIX 6

BUILDING YOUR COMMUNITY

In addition to following all of the Army National Guard (ARNG) accounts, one great suggestion is to follow other military branches and government accounts that might be willing to like, share, or respond to your messaging. Also, this is a great way to keep your eyes peeled for new content ideas that seem to be working on other channels and to ensure you aren't losing sight of the fact that many ARNG recruits are first thinking about active duty.

We recommend you follow, or closely monitor, the following for news and ideas:

- @GoArmy—Official Twitter of U.S. Army Accessions Command
- @USArmy—Official #USArmy Twitter: News and updates about our #Soldiers around the world, as well as a place to connect with your Army
- @USMarineCorps—Official Twitter profile for the Marine Corps Recruiting Command
- @USMC—Official Twitter account of the United States Marine Corps
- @AirNatlGuard—Official tweets from the Air Army National Guard. Accessible and Cost Effective: Always Ready Always There
- @USCG—Official USCG Twitter account
- @USCoastGuard—Official USCG Twitter account for news
- @USNavy—Official Twitter account of the United States Navy
- @USArmyReserve—Official U.S. Army Reserve Twitter Feed: Connecting Soldiers and families of the Army Reserve to each other and to you
- @usairforce—Official U.S. Air Force Twitter
- @AirForceReserve—The official Twitter page for the U.S. Air

Force Reserve

- @AFRC—Official Twitter account of the Air Force Reserve mission
- @Navy_Reserve—Official Twitter account of the U.S. Navy Reserve

OTHER MILITARY RESOURCES

Keep in mind that Twitter is a great news and sharing source, but conversations with other military organizations might not help drive recruiting conversations. These are suggestions to ensure that you are aware of the news and part of the larger military community.

- @DeptofDefense—Official U.S. Department of Defense Twitter
- @DVIDSHub—DVIDS is a 24/7 operation that provides a timely, accurate, and reliable connection between the media and the Military serving around the world
- @USAgov—Follow us to stay up to date on the latest official government news and information
- @ChiefNGB—General Frank Grass is the 27th Chief of the Army National Guard Bureau
- @NGAUS1878—Official Twitter account for the Army National Guard Association of the United States
- @TheGoToSite—Thousands of pages of military and veteran resources
- @FORSCOM—U.S. Army Forces Command provides active and reserve-component units to combatant commanders
- @ArmyNewsNow—ArmyNewsNow has the latest U.S. Army news and media
- @ArmyStudyGuide—ArmyStudyGuide.com provides free U.S. Army Board Study Guide Resources
- @DoDLiveMil—DoDLive is the official blog for the @DeptofDefense and is run by Defense Media Activity Social Media Operations
- @MilitaryChild—The Military Child Education Coalition (MCEC) supports the children of men and women serving in the Armed Forces
- @USO—Official USO Twitter page
- @thejointstaff—News about the Joint Staff and Services
- @Militarydotcom—Military.com connects our members to the benefits of service and with each other



- @ArmyWellBeing–Army Well-Being – Sustaining the All Volunteer Force
- @MilitaryChannel–Official Updates from the Military Channel
- @whitehouse–Official WH Twitter account
- @NGBVideoGuy–Broadcast Journalist, Army National Guard Bureau
- @ESGR–DoD agency, Employer Support of the Guard and Reserve; Promoting a culture in which employers support and value their military employees
- @ArmyROTC–Commissions officers to meet the Army's leadership requirements and provides a citizenship program that motivates young people to be strong leaders
- @starsandstripes–Stars and Stripes is a daily newspaper published for the U.S. Military, DoD civilians, contractors, and their families

OTHER PAGES TO FOLLOW: STATE AND LOCAL GOVERNMENT; SCHOOL DISTRICTS; AND COMMUNITY ORGANIZATIONS

Follow your state's local government Twitter pages and emergency pages and, when possible, the largest accessing school districts. By staying in the loop on what activities are going on, you can determine when and how to get the Army National Guard promoted at the right events. For suggestions specific to your state, please reach out to the social media team.



APPENDIX 7

RESOURCES

The Department of Defense and the Army have dozens of social media resources available for social media managers, Soldiers, and their families.

OTHER SOCIAL MEDIA RESOURCES

- Army Social Media on Slideshare: slideshare.net/usarmysocialmedia
- Army Social Media Directory: army.mil/socialmedia

SOCIAL MEDIA DOWNLOADS, TOOLS AND TRACKING PLATFORMS TO CONSIDER

- Bit.ly: Short URL branding, real-time alerts, monitoring and more bit.ly
- Buffer app: Automatically schedules tweets or Facebook posts to spread them across the day bufferapp.com
- Dropbox: Online file storage accessible from any computer with your account dropbox.com
- Eventbrite: Create, discover and share events eventbrite.com
- Google Alerts: Set up email alerts for certain words or key phrases around the web google.com/alerts
- Google Analytics: Web and referral traffic analytics google.com/analytics
- GoToMeeting: Web conferencing and online meetings gotomeeting.com



- Hashtracking: Measure the reach of a topic or hashtag on Twitter
hashtracking.com
- Hootsuite: Complete management dashboard for teams using Twitter and Facebook
hootsuite.com
- HowSociable: Measure your state magnitude
howsociable.com
- Klout: Measures social media influence
klout.com
- LinkedIn Groups: Topical discussions for professional groups and industries
linkedin.com/groupsDirectory
- MentionMapp: Organize and explore about your connections on Twitter
mentionmapp.com
- North Social: Facebook page management and tab creation tool
northsocial.com
- Plancast: Create, discover and share events
plancast.com
- Quora: A question and answer social network
quora.com
- Radian6: Social media monitoring and engagement
radian6.com
- Skype: Video chat
skype.com
- SlideShare: Upload and share PowerPoint presentations, Word documents, and more
slideshare.net/
- Sprout Social: Social media management and Twitter tools
sproutsocial.com
- TweetDeck: Social media dashboard for management of Twitter and Facebook accounts
tweetdeck.com
- TweetReach: Measure the reach of a topic or hashtag on Twitter
tweetreach.com
- Twitalyzer: Twitter analytics
twitalyzer.com



- Twitter Search (advanced): Add additional specifications to a Twitter search—twitter.com/#!/search-advanced
- WebEx: Online meetings, webinars and events
Webex.com
- YouSendIt: Easily send large files
yousendit.com

NEWS YOU CAN USE—SOCIAL MEDIA TIPS

To stay up to date on articles and news in social media, we recommend you take advantage of the newsletters that the social support team sends out each week and continue submitting questions, so we know what types of articles and tips to share. If you want to sign up for additional newsletters, we recommend the following social media, content marketing, and measurement blogs:

- AdWeek SocialTimes—All social news from the top platforms and experts in the field
- Content Marketing Institute—Content suggestions, tips, and templates
- Simply Measured—Social news for better decision-making
- Mashable—Social media news and tips
- Social Media Today—News, strategy, tools, and techniques
- Social Media Explorer—A blog about social media marketing
- The Social Media Marketing Blog—Marketing insights
- TechCrunch—Social media news and trends

SOCIAL MEDIA APPS TO CONSIDER ON YOUR PHONE OR TABLET

- **WordSwag**—Add text and graphics to your photos.
- **Flickr**—Follow the Army National Guard and your state; Public Affair Officer may upload regularly, and it's a great way to search for photos.
- **DVIDS**—Create an alert for photos tagging your state and Army National Guard.

SOCIAL MEDIA PLATFORMS BLOGS:

- Facebook: blog.facebook.com/
- Hootsuite: blog.hootsuite.com/
- HubSpot: blog.hubspot.com/
- Instagram: blog.instagram.com/
- Twitter: blog.twitter.com/company



- Salesforce: salesforcemarketingcloud.com/blog/

ADDITIONAL FACEBOOK RESOURCES:

- **Set Up a New Facebook Business Page:**
facebook.com/pages
- **Facebook Basics:**
facebook.com/help/387958507939236/
- **Facebook Tutorial Videos for Businesses:**
facebook.com/fbvideosforbusiness
- **Facebook Marketing Solutions Timeline Page:**
facebook.com/marketing
- **Facebook Ads and Business Solutions:**
facebook.com/business/
- **Facebook Advertising Guidelines:**
facebook.com/ad_guidelines.php
- **Facebook Promotions Guidelines:**
facebook.com/promotions_guidelines.php
- **Facebook Cover Guidelines:**
facebook.com/help/search/?q=cover+guidelines
- **Facebook Pages Guidelines:**
facebook.com/page_guidelines.php
- **Amended Facebook Pages Guidelines for State and Local Government in the United States:**
facebook.com/terms_pages_gov.php
- **Facebook Platform Policy:**
developers.facebook.com/policy/
(apps on pages must adhere to these)
- **Facebook Community Standards:**
facebook.com/communitystandards
- **Facebook Data Use Policy:**
facebook.com/about/privacy/
- **Facebook Statement of Rights and Responsibilities:**
facebook.com/legal/terms
- **Facebook App Basics:**
facebook.com/help/?page=222844857728639
- **Facebook Safety Timeline Page:**
facebook.com/security
- **Facebook Family Safety Center:**
facebook.com/help/safety





APPENDIX 8

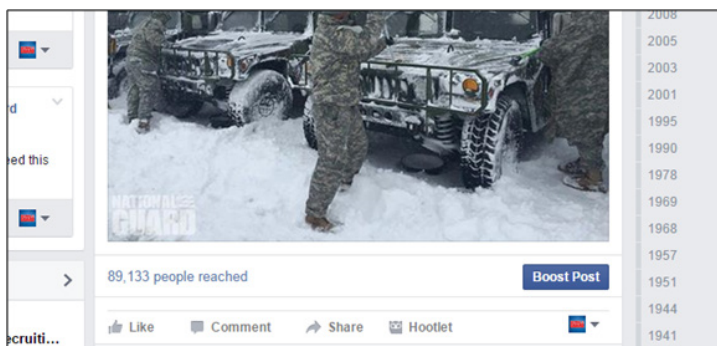
SOCIAL MEDIA BOOSTING ON FACEBOOK AND INSTAGRAM

You've seen the decline of organic reach on Facebook over the past year. Although this has steadily been on the decline, the good news is that boosting and spending a modest amount can once again put your posts back in to your audiences' view.

To get started with boosting, first determine your budget for the year and then break your boosting budget into necessary "buckets" that highlight the certain campaigns you are running. If you are not running any specific campaigns, consider boosting posts based off past organic performance. If a post topic performs well without paying, this is your focus for boosting.

To boost posts on your page:

1. Go to a post you've created and then click "Boost Post" in the lower right corner.
2. Choose your audience and budget based on how many people you want to reach and how long you'd like your boost to run. You can also change your payment method.
3. Click "Boost Post."





Choose your target audience

To increase the efficacy of your spend (even if \$10-15), always choose an audience. If you know from Facebook analytics that your audience is mostly made up of your target audience, it is okay to choose people who like your page and their friends. This serves multiple purposes:

1. It gets the Army National Guard post back into their regular News Feed.
2. Your boosted post might reach their friends, who might be like-minded individuals or have similar interests. That said, if you know the users who like your page represent an older crowd, this approach won't ensure that your posts reach the new recruit population. In this case, make sure to choose a specific target audience through the interests, behaviors, and demographic filters. If you need help, we can assist.
3. Determine the amount to spend, start by testing with a small amount, even \$15.

The image shows two overlapping Facebook interface windows. The 'Create Audience' window on the left has a title bar with a close button. It contains a subtitle 'Select the location, age, gender and interests of people you want to reach with your ad.' and several input fields: 'Name' (with the text 'New Recruit by Zip Code Accessions'), 'Location' (with a dropdown menu showing 'States/Provinces' and a selected item 'Ohio'), 'Age' (with a range selector set to '16 - 35'), 'Gender' (with buttons for 'All', 'Men', and 'Women'), and 'Interests' (with a list of tags including 'High school football', 'SportsCenter', 'NCAA Men's Division I Basketball Championship', and 'Hunting'). The 'Boost Post' window on the right has a title bar and a section titled 'AUDIENCE' with three radio button options: 'People who like your Page', 'People who like your Page and their friends' (which is selected), and 'People you choose through targeting'. Below this is a 'Location' field set to 'United States'. Another section titled 'BUDGET AND DURATION' contains a 'Total budget' field set to '\$25.00' and an 'Estimated People Reached' field showing '6,500 - 17,000 people' out of a total of 98,000,000.

Choose the age group you want to reach. For some posts (i.e., observances), you may choose the default age range of 18-65. This is okay if the goal is engagement. You'll reach veterans, family members, and general community supporters.

Suggestion: Create a default "Observance or General Awareness" target, so you don't have to reinvent the wheel each time you boost.

Do your homework: Have you looked at JAMRS data? Segmentation information exists that can help you identify the best accessing zip codes in your state and quality of leads.

In addition, interests, such as TV shows, sporting teams, and brands, may be found that allow you to target users who also like selected brands.

Name your target audience. It's likely you'll be targeting the same audiences on certain posts (e.g., fitness, ASVAB, call to action, community, observances).

Targets will save and populate a drop-down menu, allowing you to choose quickly who to reach.