AETC WING AND NAF

SOCIAL MEDIA GUIDE

2023

AETC HQ/Public Affairs

Operations Division

ABOUT THE GUIDE

GUIDE VS. POLICY

These social media guidelines are meant to lay out the best social practices for your content creators. Ultimately, the goal of these guidelines is to empower your Airmen with the information they need to make the right choices on social media, both for themselves, and for the commander.

Don't let this guide overwhelm you. Remember, it's better to **use fewer channels <u>well</u>** than to stretch yourself thin trying to maintain a presence on every social network.

Think of social media guidelines as a user manual for social media best practices that you can use to create your own plan of action and social media policies.

TABLE OF CONTENTS

Make sure you know where to begin!

GETTING STARTED

Let's go over the basics to ensure you're on the right track. Even if your unit currently has social media accounts, it's never a bad idea to make sure all your Airmen are in proper formation.

BRANDING & STYLE

A social media style guide can define the command's voice and other important messaging elements. It is often used in an organization to ensure that posts are "on brand".

DEVELOPING POLICY

Ensuring your unit has an updated social media policy will help keep you, your Airmen, and your CC out of hot water. It also helps establish clear roles and responsibilities of those managing official accounts or profiles.

SCHEDULING & CONTENT

Social media content calendars are the best way to plan and organize your content. Once you've planned your social media content calendar, use it to manage your social media posts, engage with your followers, and track the success of your efforts.

GOALS & METRICS

The more specific your strategy is, the more effective the execution will be. Set **SMART** goals and track the right metrics to set yourself up for success.

Find super helpful templates & checklists here to set yourself up for success!

EXAMPLES & CHECKLISTS

Does this all feel a little overwhelming? We've created a few templates and examples to guide you.

The boring but totally important stuff.

BONUS CONTENT: CRISIS COMMUNICATION

GETTING STARTED

Things to Consider

REQUIRED OPSEC TRAINING

Have all the individuals who will be managing sites or posting content completed required OPSEC training? All Air Force personnel who upload content to internet-based capabilities such as official social media sites are required to take the following two NSA-sponsored OPSEC courses:

- **OPSE-1500:** OPSEC and Public Release Decisions
- **OPSE-3500**: OPSEC and Internet Based Capabilities Course

AIR FORCE OFFICIAL POLICIES

To find the latest Air Force web and social media policies, education resources, or to submit a site request visit the DoD Social Media hub at **https://dodcio.defense.gov/Social-Media/**.

Social media is an integral part of Department of Defense operations. This site is designed to help the DoD community use social media and other Internet-based Capabilities (IbC) responsibly and effectively; both in official and unofficial (i.e., personal/private) capacities.

SOCIAL MEDIA MANAGEMENT TOOLS

Are you familiar with social media management/scheduling tools? Twitter, Facebook, Instagram and LinkedIn posts can be scheduled in an organized, coordinated way using a social media management dashboard. Examples include Hootsuite and Sprout Social.

MORE ABOUT GETTING STARTED

DECIDE WHICH PLATFORMS TO USE

As you decide which social networks to use, you will also need to define your strategy for each. For example you might decide to use:

- **Twitter** for real-time updates, live-tweeting events, and news-worthy articles.
- **LinkedIn** to share innovative articles to reach and collaborate with industry professionals.
- **Instagram** to highlight missions through quality content and stunning visuals.
- **Facebook** for highlighting Airmen and command information.

Remember, you do not need to share content equally across platforms. Just because you posted a graphic to Facebook doesn't mean it belongs on Instagram.

SET UP YOUR PROFILES

Once you've decided which networks to focus on, it's time to create your profiles or improve existing ones so they align with your strategy.

- Make sure you fill out **all profile fields**
- Include **keywords** people would use to search for your unit
- Use **consistent branding** (logos, images, etc.) across networks so your profiles are easily recognizable
- **Register your sites** through the <u>DoD social media hub</u>

Don't forget to add the standard views and endorsement statement and follow all your organizational 'siblings'!

💡PRO TIP:

IF YOU CAN'T CREATE A **SOLID MISSION STATEMENT** FOR A PARTICULAR SOCIAL MEDIA CHANNEL, YOU MAY WANT TO ASK YOURSELF IF IT'S WORTH IT. PRIORITIZE SOCIAL PLATFORMS THAT WILL HAVE THE **MOST IMPACT** AND MAKE SURE YOUR TEAM HAS THE **RESOURCES TO HANDLE CONTENT** FOR THOSE NETWORKS.

BRANDING & STYLE

BUILD A CONSISTENT SOCIAL MEDIA PRESENCE

PLATFORM HANDLES

Are the names consistent across channels? If not, now's the time to choose a style and note it in your style guide. This way you can ensure new accounts on new channels are easily discoverable by your existing followers.

VOICE & TONE

To connect with your audience, you need to have a clearly defined voice. Whether you're super-cheeky, maintain a pretty formal tone or some variation, you need to keep it consistent. This includes deciding on the use of emojis and pre-approved responses.

JARGON & ACRONYMS

Will you use it? Generally your best bet is probably not. Stick to plain language that's easy for your audience to understand, and make a list of approved jargon-y words and ones to avoid.

LENGTH & FORMAT

Consider sentence, paragraph, and caption length. In general, short is best. But how short? Will you take the same approach on Facebook as you do on Instagram? Will you use threaded Tweets to go beyond 280 characters? Will you follow AP style?

D E S I G N
Social Media Branding

CONSISTENCY IS KEY

When creating new social media profiles you need to feature your logo heavily. Many social media platforms allow you to have a profile image. Making sure this image is the same from platform to platform is a must. By doing this, you can create a sense of consistency that your prospective audience will gravitate toward.

When creating graphics for social media, keep colors, fonts and images consistent with your brand. Graphics designed with this in mind will be able to keep your message consistent by publishing content on a regular basis.

Did you know: The DAF social media guide requires your page to have an official unit logo or shield on your official pages?
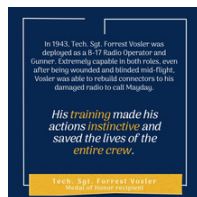
BEST PRACTICES

If using imagery as a cover or profile photo, use memorable imagery with colors that reflect your branding. The whole point of your profile banner is to grab attention and elicit curiosity so people take action on your page.

Tie your cover photo to your profile photo. A Facebook cover photo that matches with the profile picture always looks professional and put-together. It might sound limiting, but it's also a good opportunity to get creative.

PRO TIP: UPDATE YOUR COVER PHOTOS REGULARLY TO KEEP YOUR PAGE FRESH

MORE ABOUT BRANDING & STYLE

OTHER THINGS TO CONSIDER:

- **Team roles:** Who is responsible for creating and publishing content? Determine upfront who is the release authority for posts.

- **Content**: What type of content is appropriate (e.g., group photos, Airmen selfies, news releases, memes)? Are there any off-limits or sensitive topics? Make sure to have this available for reference.

- **Timing**: When and how often is content published (e.g., during duty hours, weekends)?

- **Crisis plan:** How should the handle a crisis? Consider is the messaging posture for a variety of cases and potentially have pre-written statements available.

OTHER LANGUAGE SPECIFIC TO YOUR UNIT

If there are other words or phrases that are specific to your unit, make sure to include them in your style guide. **This could be anything from the names of aircraft to mission statements.**

For example, Luke AFB Airmen are referred to as **Thunderbolts**. Vance AFB refers to their team as **Team XL**.

If you use specific terms like this, **write them down**. Not just how you refer to Airmen, but any language you use to refer to any aspect of your unit. Decide when the use of these are appropriate.

HASHTAG USE

While hashtag use is specific to each platform, your social media style guide should still define a hashtag strategy that keeps your social channels consistent and on-brand. Things to consider:

- **Brand or Campaign Hashtags**: Create a list of hashtags specific to your unit or any one-off or ongoing campaigns.

- **Hashtag Case:** hashtag case use should be clearly defined. There are three options for hashtag case: Lowercase: **#teamxl,** Uppercase: **#TEAMXL** (best for very short hashtags only) or Camel case: **#TeamXL**

We recommend Camel Case for 508 compliance!

DEVELOPING POLICY

WHY DO YOU NEED ONE?

MAINTAIN BRAND IDENTITY

You likely have multiple people managing multiple accounts across multiple channels. A solid social media policy keeps things consistent and on-brand by providing clear guidance for handling specific issues.

PROTECT YOURSELF LEGALLY

A well-crafted and enforced social policy protects you from falling afoul of rules and regulations. Unclear social policies, or an inconsistent application of these policies, can cause major problems and result in negative consequences.

DIVERSITY & INCLUSION

A social media policy can help facilitate inclusion and diversity. Some policies include banning cyberbullying and doxing, as well as "comments or conduct constituting discrimination, harassment or retaliation."

PREVENT A SECURITY BREACH

A solid social media policy combined with proper security protocols helps protect your accounts against phishing, hacking, and impostor accounts. Despite your best efforts, a breach or crisis could still happen but a social policy makes sure you have an emergency response plan in place.

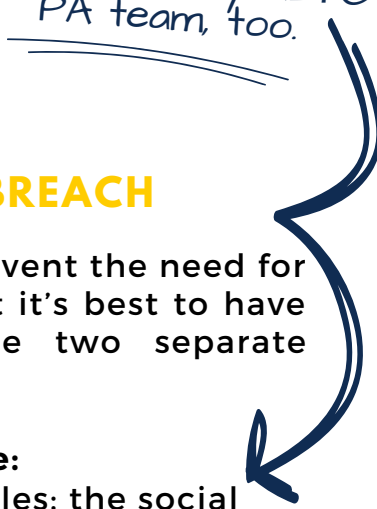# WHAT SHOULD YOUR SOCIAL MEDIA POLICY INCLUDE?

ROLES AND RESPONSIBILITIES

Who runs which social accounts? Who covers which responsibilities on a daily, weekly or as-needed basis? It can be helpful to include names for key roles, so other sections know who to contact. At the very least, this section should establish who can speak for your brand on social media — and who can't.

Responsibilities to cover might include:
- Posting and engagement
- Handling concerns or complaints
- Strategy and planning
- Security and passwords
- Monitoring and listening
- Approvals
- Crisis response
- Social media training

That means loop in your friendly AETC PA team, too.

PLAN OF ACTION FOR A CRISIS OR BREACH

One goal of your social media policy is to prevent the need for a **social media crisis management plan**, but it's best to have both. Consider whether these should be two separate documents.

Your crisis management plan should include:
- An up-to-date contact list with specific roles: the social media team, legal and PA experts—all the way up to Command-level decision-makers
- Guidelines for identifying the scope of the crisis
- An internal communication plan
- An approval process for response

Being prepared in advance will improve your response time and reduce stress for those directly managing the crisis.

FREQUENTLY ASKED QUESTIONS

A GROUP OR LEADER ON BASE OR RELATED TO THE BASE WANTS TO USE SOCIAL MEDIA. WHAT DO I TELL THEM?

Air Force organizations below wing-level should not have official profiles and will not be registered with the Social Media Directory.

Unofficial presences should be closed or private in order to limit exposure just to an internal audience. Unit commanders will be ultimately responsible for all content posted to their social media profiles.

Organizations requesting a social media presence should receive training to ensure they understand their roles and responsibilities involved in managing their page, as well as expectations of support from the public affairs office.

WHAT FOLLOWER COMMENTS MAY I DELETE? CAN I REMOVE FOLLOWERS?

In general, you shouldn't stifle conversations or feedback. Let people express themselves even if their comments are negative as long as they don't violate your comment policy.

See Department of the Air Force comment policy below under Dos and Don'ts. You'll use that policy to determine whether or not to delete comments or posts from your followers.

We recommend taking screenshots of content before deletion to maintain in official records. You can also remind followers to adhere to your comment policy if you see a conversation heading toward the wrong direction.

If someone posts a good comment, but only a small portion of the comment violates your comment policy, you can ask them to edit and repost it.

Banning followers should be a last resort. Give people opportunities to correct their mistakes, and if they continue to violate the comment policy, you might consider removing them.

WHAT DO I DO IF SOMEONE CREATES A FALSE OFFICIAL SOCIAL MEDIA PRESENCE?

Organizations do not have the right to remove unofficial presences unless they falsely portray themselves as an official presence.

To report a fake Facebook account, go to https://m.facebook.com/help/306643639690823/?helpref=related

If a high-level Air Force or Space Force official nor general officer is impersonated, the supporting PAO should contact the platform to submit a removal request. These PAOs should also report imposter accounts linked to MAJCOM and FOA commanders to SAF.PA.Air.Force.Social.Media@us.af.mil.

If you have questions about who can have official social accounts or need resources for training, please reach out to us!

DEVELOPING POLICY

CONTENT CALENDAR

Sharing great content is essential, of course, but it's equally important to have a plan in place for when you'll share content to get the maximum impact.

CREATE A POSTING SCHEDULE

Your social media content calendar lists the dates and times at which you will publish types of content on each channel. Also include media, links and suggested hashtags.

Your calendar ensures your posts are spaced out appropriately and published at the optimal times. It should include both your day-to-day posts and your content for social media campaigns.

PLOT CONTENT MIX

Make sure your calendar reflects the mission statement you've assigned to each social profile, so that everything you post is working to support your business goals.

Once you have your calendar set, use scheduling tools or bulk scheduling to prepare your posting in advance rather than updating constantly throughout the day. This allows you to focus on crafting the language and format of your posts, rather than writing them on the fly whenever you have time.

See Examples & Checklists section for a mock content calendar
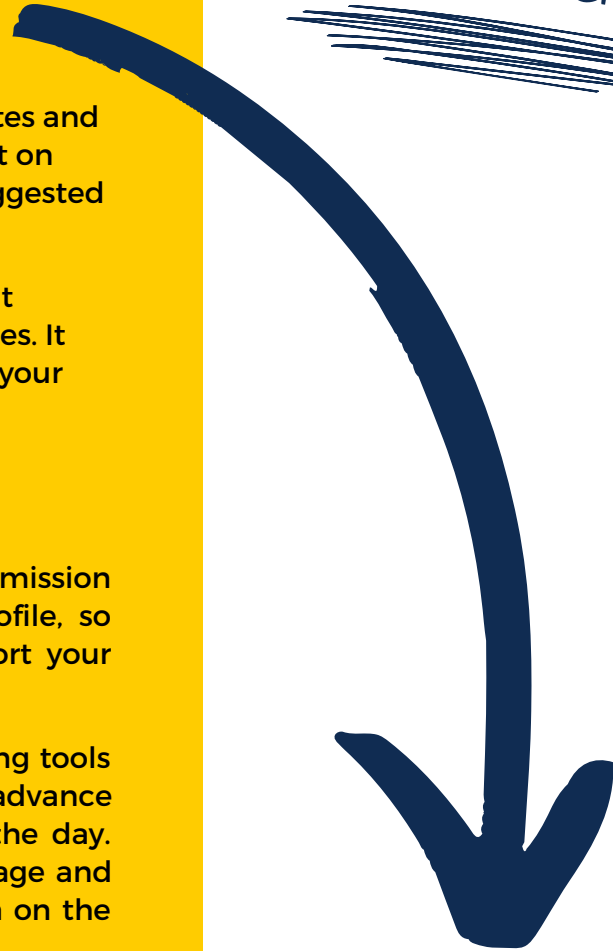
YOUR SOCIAL MEDIA CONTENT CALENDAR ALSO NEEDS TO ACCOUNT FOR THE TIME YOU'LL SPEND INTERACTING WITH YOUR AUDIENCE (ALTHOUGH YOU NEED TO ALLOW FOR SOME SPONTANEOUS ENGAGEMENT AS WELL).

MORE ABOUT SCHEDULING & CONTENT

CONTENT MIX VS. MISSION:

When making sure your calendar reflects the mission statement you've assigned to each social profile, an example mix might be:

- **40%** of content will drive traffic back to your website
- **25%** of content will be curated from other sources
- **25%** of content will support enterprise goals
- **10%** of content will be about Airmen and unit culture

Placing these different post types in your content calendar will help ensure you maintain the ratio you've planned.

80-20 RULE VS. RULE OF THIRDS:

If you're starting from scratch and you're simply not sure what types of content to post, try the 80-20 rule:

- **80%** of your posts should inform, educate, or entertain your audience
- **20%** can directly promote your unit or command

You could also try the social media rule of thirds:

- **One-third** of your social content promotes your unit, commander, or Airmen.
- **One-third** of your social content shares ideas and stories from thought leaders in your industry or other DoD official pages.
- **One-third** of your social content involves personal interactions with your audience.

PRO TIP:

USE SCHEDULING TOOLS OR **BULK SCHEDULING** TO PREPARE YOUR **POSTING IN ADVANCE** RATHER THAN UPDATING CONSTANTLY THROUGHOUT THE DAY. THIS ALLOWS YOU TO **FOCUS ON CRAFTING THE LANGUAGE AND FORMAT** OF YOUR POSTS, RATHER THAN WRITING THEM ON THE FLY WHENEVER YOU HAVE TIME.

INSTAGRAM

DEMOGRAPHICS

Instagram's audience demographics give you an overall picture of who uses the platform. For example, 18-34-year-olds represent the largest ad audience on the site. However, that doesn't mean your specific audience on Instagram will be made up of 18-to-34-year-olds.

Understanding your audience puts you in a better position to create targeted content and business captions for Instagram that resonate.

CONTENT MIX

Rather than posting random content whenever the mood strikes, you need to develop a content strategy that speaks to your audience and keeps them engaged, all while contributing to organizational goals.

While you should certainly post some serious mission content to inform people about your unit, you also need to provide content that builds community and sparks engagement.

That might mean including user-generated content or other curated resources, sharing behind-the-scenes content about your organization, or joining in on a trending meme. (But tread carefully here – only join in on trends that are appropriate for your organizational brand).

CUSTOMER SERVICE

Success on Instagram requires you to engage with your followers rather than just blast content out and hope someone likes it. One important component of this two-way communication is monitoring your DMs for questions, comments, and requests.

USE STORIES

Popular for more informal content, Stories allow you to develop relationships with your audience in a unique way.

It doesn't take a ton more work to see a big effect, either. A year-long study found that when companies shared one story per day, it resulted in a 100% retention rate.

💡PRO TIP:

INSTAGRAM BUSINESS ACCOUNTS HAVE ACCESS TO A COUPLE OF DM FEATURES THAT MAKE MANAGING MESSAGES EASIER ON THE PLATFORM. FIRST, YOUR INBOX IS DIVIDED INTO **PRIMARY** AND **GENERAL** TABS TO MAKE IT EASIER TO KEEP TRACK OF YOUR MESSAGES. SECOND, YOU CAN CREATE **SAVED REPLIES** TO COMMONLY ASKED QUESTIONS THAT YOU CAN ACCESS VIA KEYBOARD SHORTCUTS.

T W I T T E R

ABOUT THE PLATFORM

Twitter boasts more than 217 million active daily users making the social media platform an important piece of your communication strategy. Twitter is also the world's seventh most popular network and is expected to grow to over 340 million active users by 2024.

But with 350,000 tweets sent per minute and 500 million tweets sent daily, you need to be strategic and savvy to win (and hold) your audience's attention and achieve your Twitter goals.

KEY FEATURES

1. Hashtags
Understanding how and where to use hashtags on Twitter will make your content more impactful and help you reach new audiences who share your interests. **One to two hashtags per tweet is optimal.**

- Find the right hashtags. Use hashtags that make sense for your industry and niche. Checking out what hashtags are popular among your industry partners and brands can provide insight.
- Create a unit hashtag. This is a hashtag unique to your unit, which can be used to collect and organize content about your organization. They're ideal for promoting campaigns and finding user-generated content.

2. Twitter Trends
Twitter creates fast buzz around various topics, and when a particular topic, word, phrase, or hashtag gets popular, this is known as a 'trending topic'.

Twitter trends are useful for getting a feel for what topics or conversations are happening on the platform and help you to understand your audience's interests. They also help your messages become part of more conversations.

3. Pinned Tweets
A pinned Tweet is the first piece of content users see when coming across your profile. It isn't required, but it's a great place to highlight mission values or priorities of your unit.

4. Twitter Threads
Threads allow you to share a stream of tweets in consecutive order. Think of a Twitter thread as an opportunity to post longer-form content within individual tweets. This format is valuable for storytelling, providing additional context, or sharing updates.

Research into the value of Twitter threads found that thread tweets with a link generated a **508% increase in engagement** compared to a single tweet with the same link.

💡 PRO TIP:

TWEETS WITH IMAGES GET UP TO **THREE TIMES** AS MUCH ENGAGEMENT, TWEETS WITH VIDEOS GET UP TO **TEN TIMES** AS MUCH, AND GIFS PROVIDE ANOTHER **55% INCREASE**. **IMAGES (INCLUDING GIFS) AND VIDEOS DON'T COUNT TOWARD THE CHARACTER LIMIT.**

F A C E B O O K

DEMOGRAPHICS

FACEBOOK IS NOT DEAD!
Facebook marketing isn't optional. Facebook is the most used social platform in the world, pulling in 2.29 billion daily active users.

It's not all vacation pics and humblebrags either. For 53.2% of internet users ages 16-24, social media is their primary source of brand research. And, 66% of all Facebook users check out a local business Page at least once a week.

Truth time: You need to be on Facebook.

CONTENT TYPE BY ENGAGEMENT RATE

1. Text
Plain Jane. All type and no hype. Text posts don't include links, so they're not meant to drive traffic, but they can be surprisingly good at growing your Page audience. Text posts have the highest average engagement rate at 0.13%. Keep text posts short: Communicate something quickly to your audience, or ask them a question.

2. Photo
Photo posts are second only to text posts for engagement, with an average engagement rate of 0.11%. A photo post can be any type of image, including a photo, infographic, or other artwork. You can add as many photos as you want to each post, but for 10 or more, consider creating an album instead.

3. Video
Video communicates the way nothing else can. It's the next best thing to having your audience right in front of you.

4. Live video
Using live video successfully is all about holding your audience's attention. Q&As are one of the most effective live video formats. However, don't forget about OPSEC, copyright rules, and other nuances of live video.

5. Links
Links = anything directing to an external source, like your website. Link posts can contain any type of media, too.

PRO TIP:

FOCUS ON INFORMATION SHARING BY **CUSTOMIZING YOUR PAGE TABS.** EVERY FACEBOOK PAGE HAS SOME DEFAULT TABS, BUT YOU CAN ALSO ADD ADDITIONAL TABS SO YOUR AUDIENCE CAN DISCOVER MORE OF YOUR ORGANIZATION'S UNIQUE FEATURES. YOU CAN **SHOW OFF YOUR AIRCRAFT** OR **HIGHLIGHT YOUR SERVICE MEMBERS** BY CREATING CUSTOM TABS.

SMART GOALS

The first step to creating a social media marketing strategy is to establish your objectives and goals. Without goals, you have no way to measure your success or your social media return on investment (ROI).

Each of your goals should be:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**ime-bound

AN EXAMPLE OF A SMART GOAL MIGHT BE "GROW OUR INSTAGRAM AUDIENCE BY 50 NEW FOLLOWERS PER WEEK."

IMPORTANT METRICS

REACH

Reach is simply the number of people who see your content. It's a good idea to monitor your average reach, as well as the reach of each individual post, story, or video.

A valuable subset of this metric is to look at what percentage of your reach is made up of followers vs. non-followers. If a lot of non-followers are seeing your content, that means it's being shared or doing well in the algorithms, or both.

IMPRESSIONS

Impressions indicates the number of times people saw your content. It can be higher than reach because the same person might look at your content more than once.

AN ESPECIALLY HIGH LEVEL OF IMPRESSIONS COMPARED TO REACH MEANS PEOPLE ARE LOOKING AT A POST MULTIPLE TIMES.

GOALS &
GOALS & METRICS

AUDIENCE GROWTH RATE

Audience growth rate measures how many new followers your brand gets on social media within a certain amount of time. It's not a simple count of your new followers. Instead, it measures your new followers as a percentage of your total audience.

But once you have a larger existing audience, you need more new followers to maintain that momentum.

ENGAGEMENT RATE

Engagement Rate measures the number of engagements (reactions, comments and shares) your content gets as a percentage of your audience.

Engagement rate benchmarks:
- Facebook: 0.06%
- Instagram: 0.68%

Note: These benchmarks are based on engagements as a percentage of followers.

TO CALCULATE YOUR **AUDIENCE GROWTH RATE**, TRACK YOUR NET NEW FOLLOWERS OVER A REPORTING PERIOD. THEN DIVIDE THAT NUMBER BY YOUR TOTAL AUDIENCE AND MULTIPLY BY 100 TO GET YOUR AUDIENCE GROWTH RATE PERCENTAGE.

MORE ABOUT METRICS

WHY IS TRACKING SOCIAL MEDIA METRICS SO IMPORTANT?

Social media metrics tell you whether your strategy is working and show you how you can improve. They show you how much effort and money you're spending, and how much you're getting in return.

Without metrics, you can't create an informed strategy. You can't tie your social media efforts to real messaging goals or prove your success to your commander. And you can't spot downward trends that might require a change in strategy.

HOW TO TRACK SOCIAL MEDIA METRICS

Each social network has its own analytics tools through which you can find much of the raw data you need to calculate and track your social media success. This is a somewhat cumbersome way to track your social metrics, especially if you're active on more than one platform — jumping between accounts takes time, and learning different networks' native analytics tools can be confusing. But these tools are free to use, so they can be a good entry point to tracking your social metrics.

Or, you could track all your social media metrics from all platforms in one place and easily create custom reports with a social media analytics tool like Hootsuite or Sprout Social.

Check out the next page to find out which metric AETC/PA thinks is the most important.

TRACK MEANINGFUL METRICS

While vanity metrics like retweets and likes can be fun to share and easy to track, it's hard to prove their real value to your commander. Instead, focus on specific targets such as website traffic and engagements. You may want to track different goals for different channels, or even different uses of each channel.

Make sure to align your social media goals with your overall messaging strategy. This will make it easier for you to show the value of your work and get commander buy-in and support.

GOALS & METRICS BONUS:
ENGAGEMENT RATE

Social media platforms host millions of accounts, each vying for the attention and followership of consumers who have endless options.

In the highly competitive environment of social media marketing, generating post interactions is the end goal of increasing followers.

Post Engagement Rate is the ratio of post engagement to the total number of followers the page or profile has. This metric shows how involved followers are with the content posted on a page.

Generally, higher Post Engagement Rate shows higher levels of follower involvement.

LOW FOLLOWER COUNT
LOW ENGAGEMENT

- Page lacks exposure and reach
- Content doesn't attract followers or interactions
- Content is not relatable

LOW FOLLOWER COUNT
HIGH ENGAGEMENT

- Page lacks exposure and reach
- The business attracts a niche audience
- The Business or page is new

HIGH FOLLOWER COUNT
LOW ENGAGEMENT

- Page succeeds in gaining followers but is unable to sustain interest
- Many bots or spam accounts follow the page
- Content does not have a call-to-action

HIGH FOLLOWER COUNT
HIGH ENGAGEMENT

- Optimal scenario
- Page is popular and attracts followers
- Content is engaging and generates reactions from followers

Fun Fact:

AETC's average engagement rate for 2022 was 6.3% across all enterprise platforms.

Facebook had the highest engagement at 8.2%

POSTING CHECKLIST

Consider the following items before posting!

Does it fulfill a priority of our senior leaders?	YES NO
Will the audiences care? Is it value-added info?	YES NO
Does it imply an endorsement of a certain political affiliation, religious ideology or commercial enterprise?	YES NO
If the information doesn't show the military in a positive light, is it fairly reported? If posting an external piece, is it accurate?	YES NO
Is there anyone you should tag or mention? Have you used proper hashtags?	YES NO
Did you check for proper spelling, grammar and format?	YES NO
Did you check for proper OPSEC? Remember security, accuracy, policy and propriety.	YES NO

Did you have a second pair of eyes review?	YES NO
Are the service members being featured within appropriate instructions and guidelines?	YES NO
Does this need higher-level approval, i.e. MAJCOM?	YES NO
Do you have required Imagery Release paperwork for those in your photos/videos?	YES NO

Other things to consider:

What angle are you taking with this story? Are you focusing on the right message and the relevant and crucial information?

External negative stories:

If it's relevant, ties into Air Force leaders' goals and messages or shows transparency, it's acceptable to consider posting.

CONTENT CALENDAR
Enterprise Facebook

JANUARY 2023

SUN	MON	TUE	WED	THU	FRI	SAT
1 New Year's Day	2	3 BMT Trivia	4 AC Photos for bird day	5 ACE Vignette	6	7
8	9 f-35 Lightning (electricity day)	10 SECDEF TCP	11	12 ACE Vignette	13 AETC/CC Visit Laughlin (photos)	14
15 CRAFT Highlight	16	17	18 AETC/CC Visit Vance (photos)	19 ACE Vignette	20	21
22	23 SATX Mayor Visit (photos)	24 SECDEF TCP	25	26 ACE Vignette Milspouse appreciation	27	28 CRAFT Highlight
29	30	31 ALTUS trophy (photos/Article)	1	2 ACE Vignette	3	4

AWARENESS DAYS

Jan. 4
#NationalTriviaDay

Jan. 5
#NationalBirdDay

Jan. 9
#NationalElectricityDay

Jan. 26
#NationalSpousesDay

Jan. 27
#HolocaustAwarenessDay

ONGOING CAMPAIGNS

- Historical Examples of ACE
- SECDEF - Taking Care of People Initiatives
- CRAFT
- Why I Served

LOOK AHEAD

- Jan. 13 - Laughlin Visit
- Jan. 18 - Vance Visit
- Feb. 2-5 - CLT
- Feb. 14 - BMT Graduation
- Feb. 26 - AFA Media Roundtable
- Mar. 19 - War on the Rocks Podcast

NOTES

- Push Rated Diversity Initiatives
- MWD's always do well - puppies!
- An electronic calendar is fine as well

T W I T T E R

1 -or- 3 images look best

LIVE tweet but still use solid imagery

AETC - First Command @A... · Dec 7
#ThrowbackThursday: Multi-capable from the cockpit - Controlling Airwaves & Ammunition 💥

Right now, our nation needs #MulticapableAirmen, but good news is #WeveDoneThisBefore and we can do it again.

Check out the actions of Medal of Honor recipient Tech Sgt. Forrest Vosler.

AETC - First Command @A... · Dec 7
What do #Legos have to do with learning?

Symposium facilitator David Hill says it's called "Hand knowledge" and allowing people to use their hands while they think helps them think in a way they normally wouldn't. #nowyouknow

AETC - First Command @A... · Dec 7
HAPPENING NOW: #IITSEC Opening Ceremonies

I/ITSEC 2022's theme is to "#AccelerateChange by Transforming Training - It's Time to Act!"

Of course, AETC is attending in force to listen and learn with our industry and joint service partners!

Quote Retweet!

Use hashtags to start conversations

Be more cheeky!

AETC - First Command ✓
@AETCommand

"If you can ride a horse you can fly a plane"...or whatever that movie quote said. 🙃 🔧 🏀

Air Force Recruiting ✓ @USAFRecruiting · Sep 28
⊘ Official
Hmm...this cockpit looks a little different. 🤠

Ready to hop in the saddle? Here, we'll make it easy for y'all: spr.ly/6017MRo7L

AETC - First Command ✓
@AETCommand

Us: Really great caption about how our Military Working Dogs are highly-trained and invaluable when it comes to providing security and protection across our forces, our nation, and abroad.

You: 🤩 😍 P U P P I E S ! 😍 🤩

Pro Tip: We don't recommend using link shorteners since go.usa.gov has been sunset. Twitter doesn't count links toward character counts, and commercial link shorteners may decrease credibility and open up followers to potential scams.

F A C E B O O K

1 to 5 images

ok to have the occasional 'HAPPENING NOW' post

Air Education and Training Command
Published by Sprout Social · October 15 ·

Thanks to Dyess Air Force Base leadership for stopping by USAF Basic Military Training to participate in graduation and see trainees transform into the world's greatest Airmen!

Dyess Air Force Base
October 13 ·

Today, our 7th Bomb Wing command team played a role in graduating the newest members of The World's Greatest Air Force at Joint Base San Antonio. Col. Joseph Kramer served as the ceremony's reviewing official, while CMSgt Matthew Coltrin served as the senior enlisted leader.

The ceremony began with a flyover of two Dyess B-1's, followed by Col. Kramer speaking to the graduating class & administering their oath of enlistment.

To watch in its entirety, click the link in the comments.

Air Force Global Strike Command | Eighth Air Force | 37th Training Wing

Air Education and Training Command
Dec 8

Diversity in all forms makes our **United States Air Force** better.

RDI is a separate initiative within the DAF's larger diversity and inclusion efforts because women and minorities are underrepresented in Air Force rated career fields.

Read more about AETC's RDI program and a recent working group held at **Joint Base San Antonio** - Randolph here:

CMSAF JoAnne S. Bass | U.S. Department of Defense (DoD)

Show Less

AETC.AF.MIL
Rated Diversity Improvement program leaders collaborate to recruit, retain diverse

Air Education and Training Command
Published by Sprout Social · November 29 at 1:48 PM ·

HAPPENING NOW: IITSEC Opening Ceremonies

I/ITSEC 2022's theme is to "Accelerate Change by Transforming Training - It's Time to Act!"

Of course, AETC is attending in force to listen and learn with our industry and joint service partners. Head over to our twitter page to follow along live!
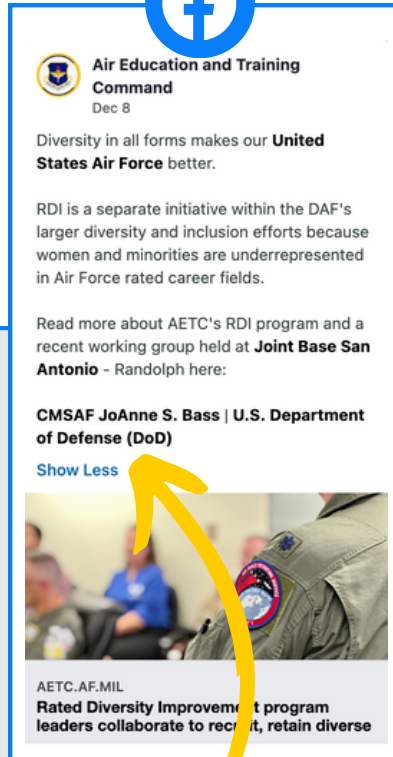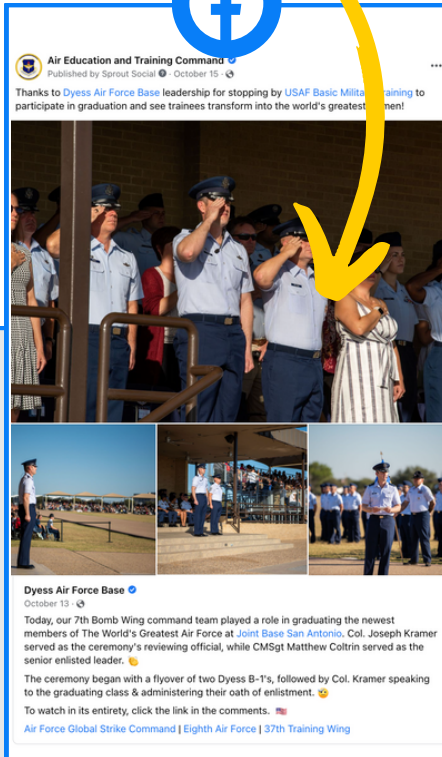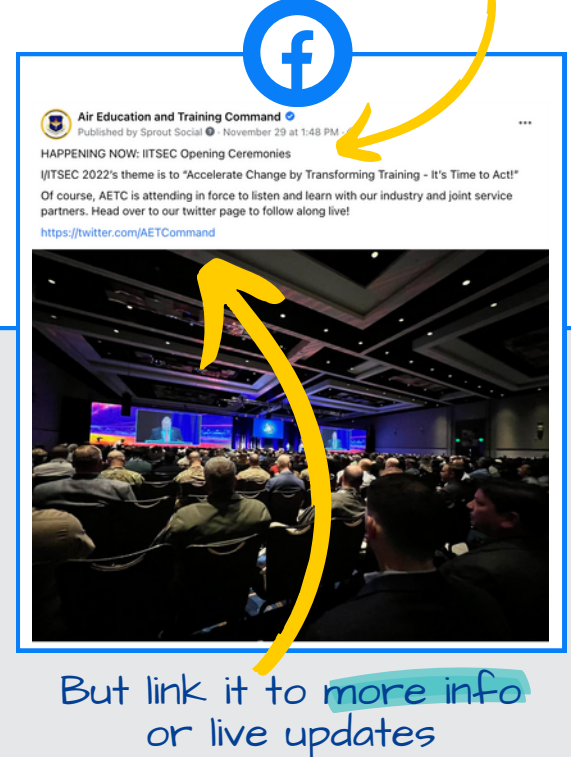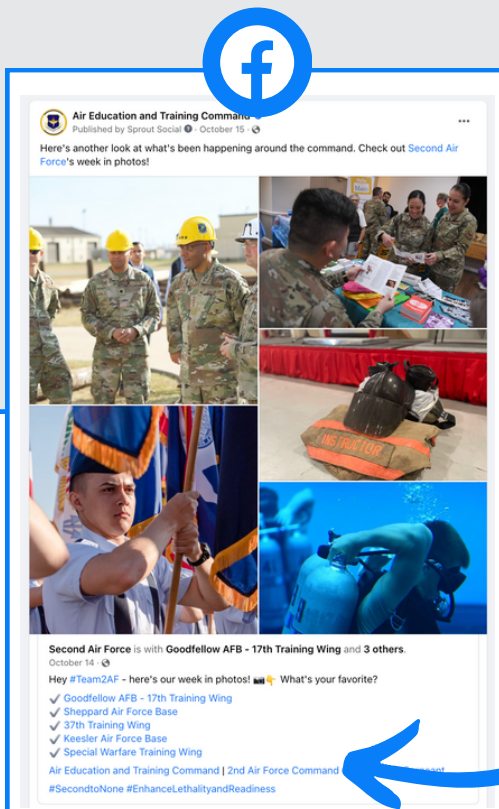
https://twitter.com/AETCommand

But link it to more info or live updates

No hashtags! Tag people!

More professional tone

Air Education and Training Command
Published by Sprout Social · October 15 ·

Here's another look at what's been happening around the command. Check out Second Air Force's week in photos!

Second Air Force is with Goodfellow AFB - 17th Training Wing and 3 others.
October 14 ·

Hey #Team2AF – here's our week in photos! 📸 What's your favorite?

✓ Goodfellow AFB - 17th Training Wing
✓ Sheppard Air Force Base
✓ 37th Training Wing
✓ Keesler Air Force Base
✓ Special Warfare Training Wing

Air Education and Training Command | 2nd Air Force Command
#SecondtoNone #EnhanceLethalityandReadiness

Re-sharing allows for more info in Post

Air Education and Training Command
Published by Sprout Social · November 10 at 1:53 PM ·

Egress is charged with servicing, inspections and repairs of the escape systems in the aircraft. This means all maintenance requiring those escape systems to be removed or temporarily disabled must be processed through the egress section first.

Read more about one of the busiest egress sections in AETC at Holloman AFB - 49th Wing below.

AETC.AF.MIL
Holloman | The success of egress
The 49th Component Maintenance Squadron Egress section is one of the busiest egress s...

INSTAGRAM

ENTERPRISE EXAMPLES

Tag & partner with other accounts

Consistent colors & style

aetc_firstcommand ✓

Liked by ately_fitish and **300 others**
aetc_firstcommand Always a great Monday when we see AETC Airmen in the @airmanmagazine week in photos! 😄
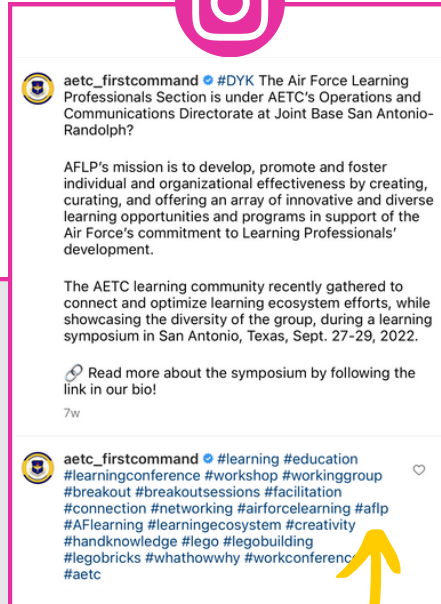
A military training instructor stands with new Airmen during graduation from basic military training at Joint Base San Antonio-Lackland, Texas, Oct. 5, 2022. More than 600 Airmen from the 433rd Training Squadron graduated during the weekend. (U.S. Air Force photo by Vanessa R. Adame)

Make sure to vote for your favorite top shot through the link in our bio.

View all 9 comments

ant__abraham One of the best instructors we have!!! Let's go!!!!!!

aetc_firstcommand @ant__abraham 👏👏👏👏

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aetc_firstcommand ✓ #DYK The Air Force Learning Professionals Section is under AETC's Operations and Communications Directorate at Joint Base San Antonio-Randolph?

AFLP's mission is to develop, promote and foster individual and organizational effectiveness by creating, curating, and offering an array of innovative and diverse learning opportunities and programs in support of the Air Force's commitment to Learning Professionals' development.

The AETC learning community recently gathered to connect and optimize learning ecosystem efforts, while showcasing the diversity of the group, during a learning symposium in San Antonio, Texas, Sept. 27-29, 2022.

🔗 Read more about the symposium by following the link in our bio!

7w

aetc_firstcommand ✓ #learning #education #learningconference #workshop #workinggroup #breakout #breakoutsessions #facilitation #connection #networking #airforcelearning #aflp #AFLearning #learningecosystem #creativity #handknowledge #lego #legobuilding #legobricks #whathowwhy #workconference #aetc

---

aetc_firstcommand ✓

Liked by legitimately_fitish and **95 others**
aetc_firstcommand To those who are currently serving and to those who have served our nation and our communities, thank you for your service and for making America what it is today. We also feel a special gratitude for those whose dedication and sacrifice means that they cannot spend this holiday together with family and friends.

From Air Education and Training Command: Happy Thanksgiving!

Use the right hashtags that people might search for

Best image first!

aetc_firstcommand ✓

95 likes

aetc_firstcommand #DYK AF Special Warfare training starts at the @specialwarfaretw at @jbsa_official - Lackland? Our #AFSECWAR Airmen are #SecondtoNone!

Personal & Catchy

aetc_firstcommand ✓

Liked by legitimately_fitish and **332 others**
aetc_firstcommand Is #FAIPFriday a thing? It's totally a thing, right?

Congratulations to Lt. DeBauche on heading to her new assignment one year early!

Back to Top

BONUS CONTENT: CRISIS COMMUNICATION

Time moves at a different pace on social media. One minute, your unit is posting viral beloved internet memes. The next, you're the target of some blazing online ire. Because no matter how careful and cautious you are with your content, a social media crisis always has the potential to strike.

Spoiler alert: preparing for a worst-case scenario before it happens can set you up to survive even the trolliest of trolls. Have a solid plan in hand, with a list of key stakeholders and responsibilities, and a clear chain of command. That way, when worse comes to worst, you'll be well-positioned to turn your unit's reputation back around.

WHAT IS A SOCIAL MEDIA CRISIS?

A social media crisis is any activity on social platforms that may impact your unit's reputation in a negative way.

To be clear, this is more than just the odd rude comment or a complaint from a follower. A crisis is when your social media activity spurs a flurry of negative responses or, worse, goes viral.

In other words, a social media crisis is when there's a major change in the online conversation about your unit: an action that has sparked anger, disappointment, or distrust on a wide scale. If left unaddressed, it could have major long-term consequences for your unit and the Air Force.

WHAT TYPE OF BEHAVIOR CAN SPARK A CRISIS?

Insensitive or out-of-touch comments, hypocritical posts, or poor unit member behavior or treatment can all spark a social media crisis.

Of course, to notice that you've got an unusual amount of heat coming your way, you need to know what 'normal' looks like — which is why ongoing social listening is so important. Scoping out the general conversation and taking the pulse of the public about perception can give you a solid idea of what a 'regular day' looks like.

All of which is to say: as an organization, you should review the situation with the appropriate people to decide whether you should implement your crisis communication plan, or just reach out individually to people leaving comments.

CRISIS COMMUNICATION

TIPS FOR MANAGING A SOCIAL MEDIA CRISIS

RESPOND PROMPTLY

The quicker you react, the better. According to research, more than three-quarters of consumers expect companies and brands to respond to negative comments or concerns in under 24 hours. In the thick of a crisis, it's even more important to be responsive.

Maybe that means simply deleting the offending post promptly, or issuing a sincere apology or retraction. Whatever the response, **sooner is always better** — letting something linger just gives the problem more time to fester and get out of hand.

A couple of humble and informative posts buy you the time to put the rest of your social media crisis communication plan into action. Simply acknowledge that there's a problem and let people know that more information is coming soon.

Remember when we told you to make one? :)

CHECK YOUR SOCIAL MEDIA POLICY

Your plan should describe the exact steps everyone will take on social media during a crisis—from the commander to the most junior Airmen. Include a list of who needs to be alerted at each stage of a potential social media crisis. **Your CC should also be aware of this plan!**

Your social media crisis management plan should include:
- Guidelines for identifying the type and magnitude of a crisis
- Roles and responsibilities for every member or section
- A communication plan for internal updates
- Up-to-date contact information for critical contacts
- Approval processes for messaging posted on social media
- Any pre-approved external messages, images, or information

CRISIS COMMUNICATION

TIPS FOR MANAGING A SOCIAL MEDIA CRISIS

PAUSE SCHEDULED POSTS

Even if you had an amazing post scheduled for World Donut Day, it's not going to hit quite right if you're in the thick of a social crisis. Time to put that great content on the back burner while you deal.

At best, an ill-timed scheduled post will make you look goofy. At worst, it could completely derail your crisis management plan. It's critical for all communication to be planned, consistent, and appropriate in tone.

PRACTICE SOCIAL LISTENING & ENGAGE

A good **social listening program** can help you spot an emerging issue on social media well before it turns into a crisis. Monitoring mentions can give you some advanced warning of a surge of social activity, but if you really want to keep an eye out for a potential social media crisis, you should be monitoring social sentiment.

Social sentiment is a metric that captures how people feel about your unit. If you see a sudden change, that's an immediate clue to start digging into what people are saying about you.

Don't ignore the vitriol. Engaging is key to showing that you care about the public's response and are hearing their concerns. **Don't argue;** take the high road and acknowledge concerns and frustrations. If someone is demanding more of your attention, try to move the conversation into private messaging, email, or a phone call.

KEEP INTERNAL COMMUNICATION FLOWING

Misinformation and rumors can spread just as easily inside your unit or base as they do outside, especially when there's silence from the top during a time of crisis.

Your crisis communication should include internal communication as well to keep everyone on the same page. Be clear about your intended actions, and make sure everyone in the organization knows exactly what they should (or should not) say about the crisis on social media.

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Also made me add for legal reasons

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Media lone ranger! (Also PCS-ing soon.)

DAF Social Media Guide
https://www.af.mil/Portals/1/documents/2021SAF/07_July/DAF_SM_Guide_Publication_v4.3.pdf

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