For TRADOC Unit Commanders

Communicating with Unit Families Easily, Quickly, Effectively and Safely

Patricia Mulhall; TRADOC FRSA
Fort Leonard Wood
July 2011

four populations targeted

- Families of Soldiers in Training
- Student Families
- Cadre Families
- IA / Geographically-separated Families

amilies of Soldiers in training

Outline

- Why have Social Media for Trainee Families?
- What is the best way to set it up?
- Tips and Tricks for successful use.

Families of Soldiers in Training

"question can i send my soldier a bible hes at basic training?"

"anyone know how many family members/ friends are allowed to come to graduation per graduate?"

"did anyone that has someone in F Co get a call last night, my brother has called every Sunday night for the past 2 weeks, but he didnt call last night, we are not sure why this happened....."

"Does anyone know if Fort Leonard Wood will allow you to transport your Son to AIT at Ft.Leonard Wood from another base after basic. I know some bases allow and some dont."

"If anyone is going down for graduation on oct 19th and 20th and you don't have hotel i would say to do soon almost all is booked up by base"

"My husband left for bct at Ft. Leonard Wood today! Sad... but still exciting, none the less.... Anybody have any experience?? How long will I have to wait to get his address? Will he get to call me at all?"

amilies of Soldiers in training

Why?

- Prevent official looking; non–official pages from popping up
- Creates a Venue of support for Families
- Means of providing ACCURATE information from the Unit Rep and prevent rumors/misinformation
- Creates a learning environment for the Families of future Soldiers

amilies of Soldiers in training

How?

- Unit FB Rep interaction can be….
  - very limited (simply monitoring the conversations to ensure accurate info)
  - very active (posting photos, answering questions, educating new spouses)

- And everything in between

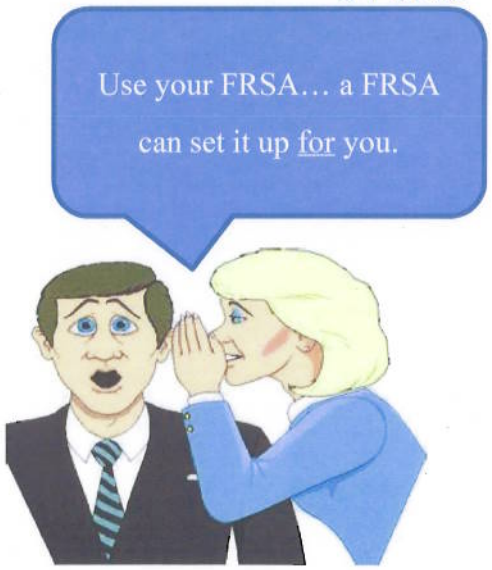
amilies of Soldiers in training

Tips and Tricks..

Tip # 1: Follow these 5 easy steps

1. Select a Social Media Administrator
2. Create a FAN page (anyone can "like" you)
3. Follow Army Guidelines
4. Advertise
5. Monitor! Remember OPSEC

Trick

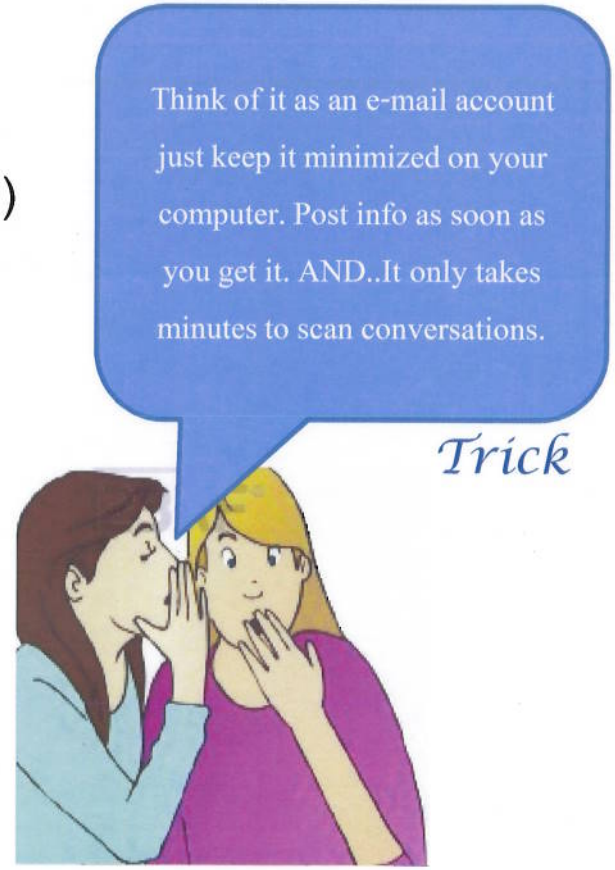


amilies of Soldiers in training

1. Select a Social Media Manager

- A Family Readiness Liaison (Soldier's additional duty)
- A member of your Unit (Soldier or Civilian)
- A family member (choose carefully)

Tip # 2: Make FLW and your FRSA admins on your page. They can be a safety net and assure continuity.



Trick

What extra work??!

The most common argument starting and maintaining a social media site is lack of manpower. Guess what! It can be done with only one person! Depending on your level of activity, someone that possesses very basic time management skills can do this.

amilies of Soldiers in training

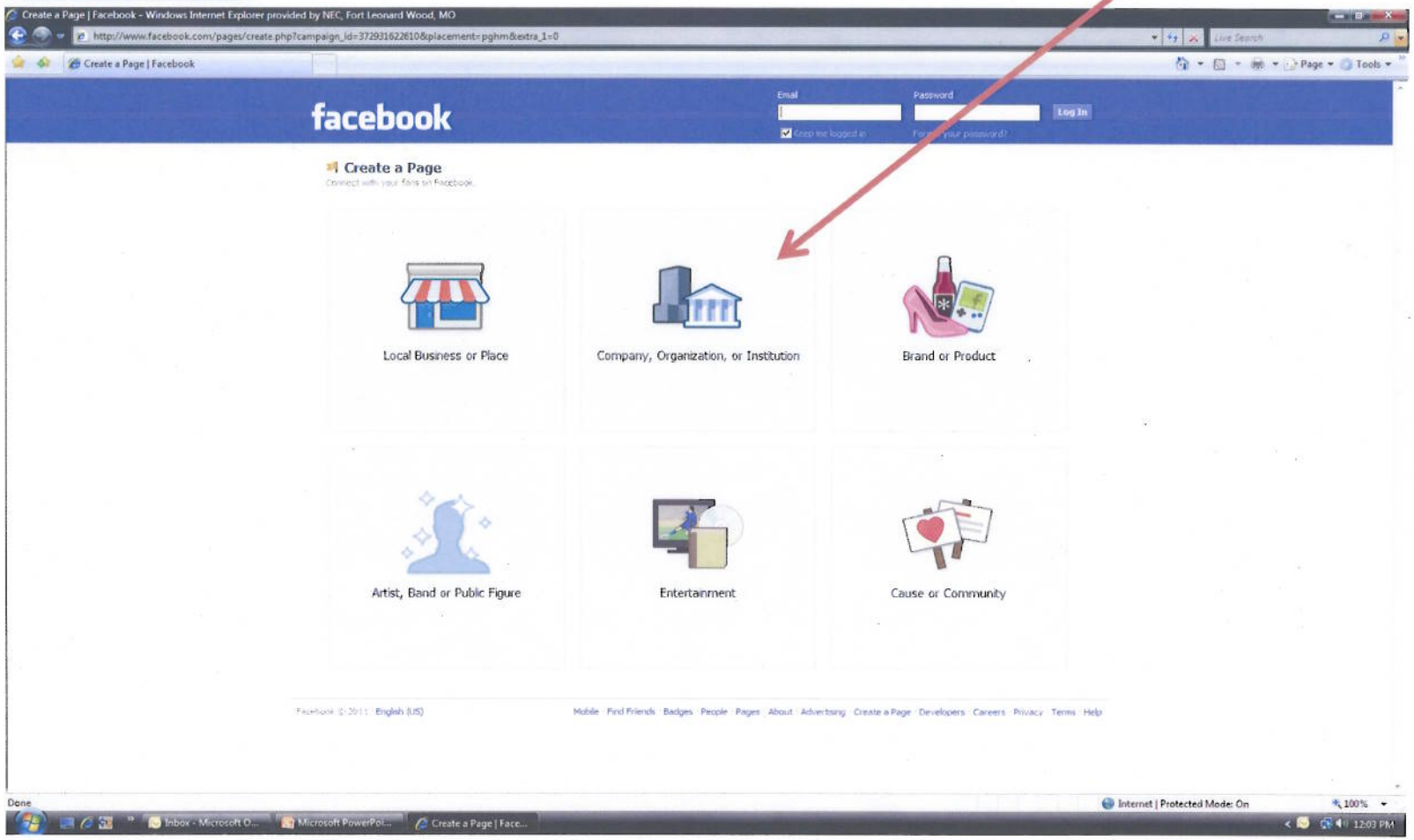
Set-up

2. Create a FAN page (so anyone can "like" you)

- DO NOT USE your own personal page to create the FAN page.; START FRESH

amilies of Soldiers in training

Set-up



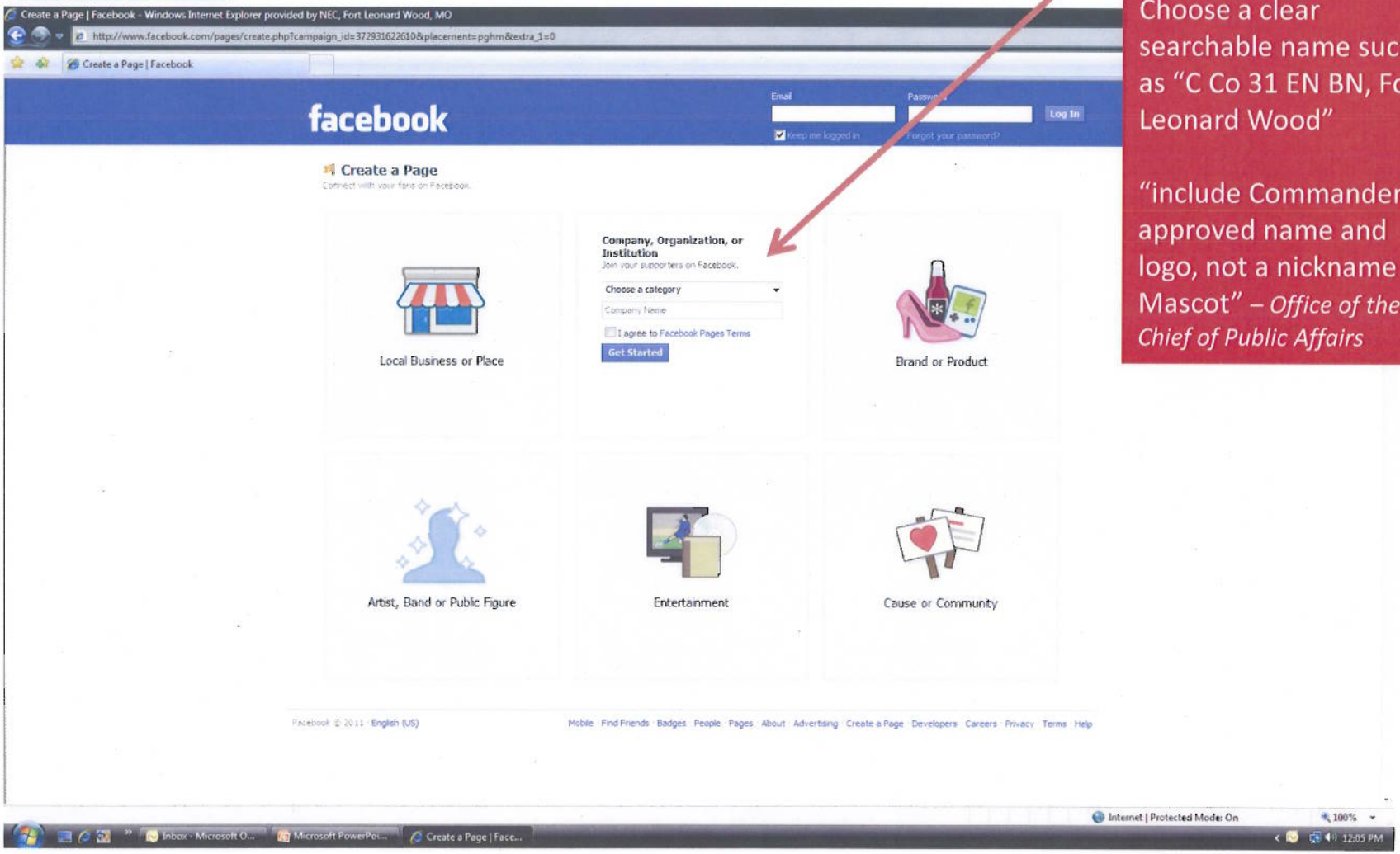
amilies of Soldiers in training

Set-up

Category: Organization

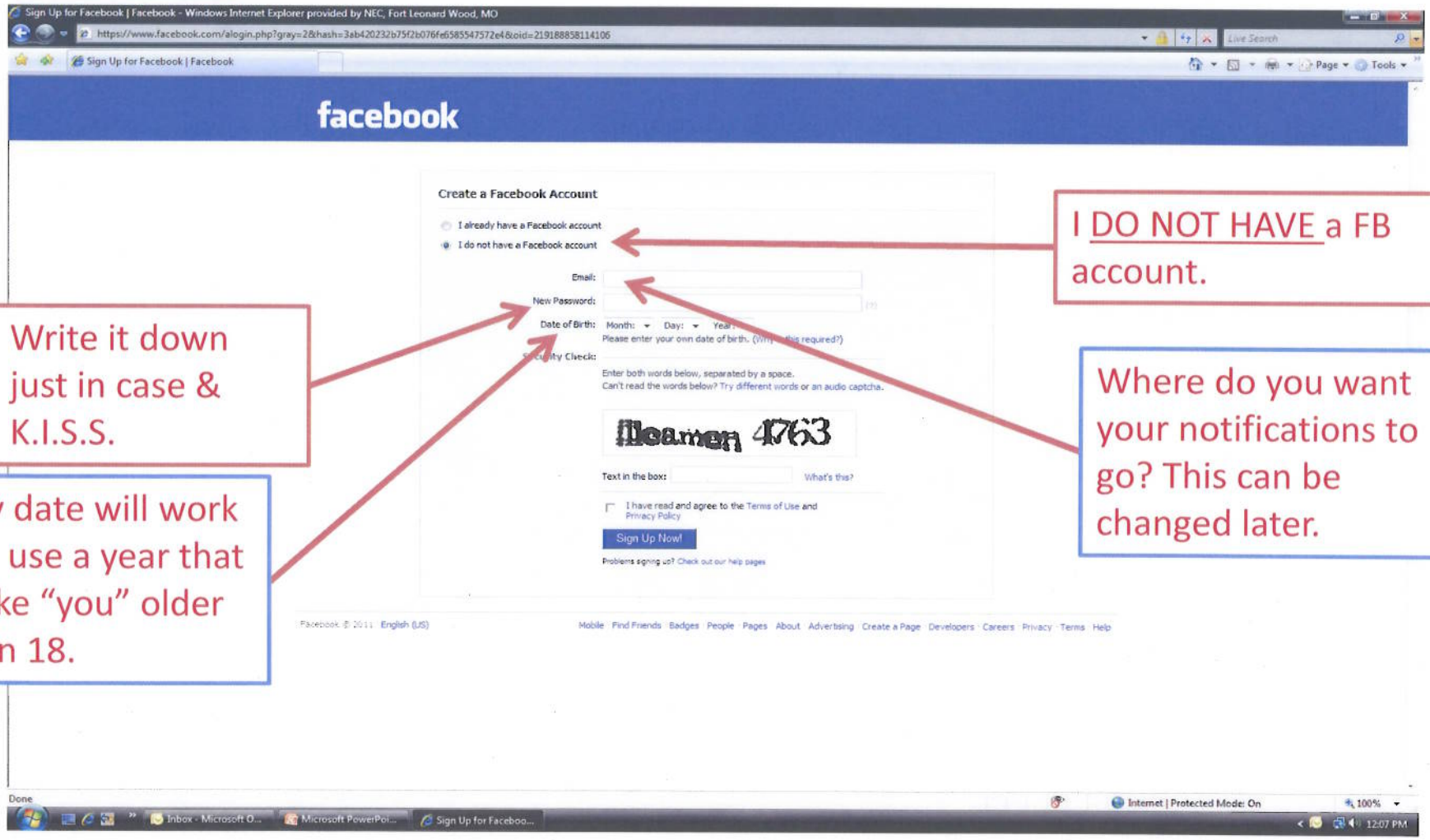
Choose a clear searchable name such as "C Co 31 EN BN, Fort Leonard Wood"

"include Commander approved name and logo, not a nickname or Mascot" – *Office of the Chief of Public Affairs*



amilies of Soldiers in training

Set-up



I DO NOT HAVE a FB account.

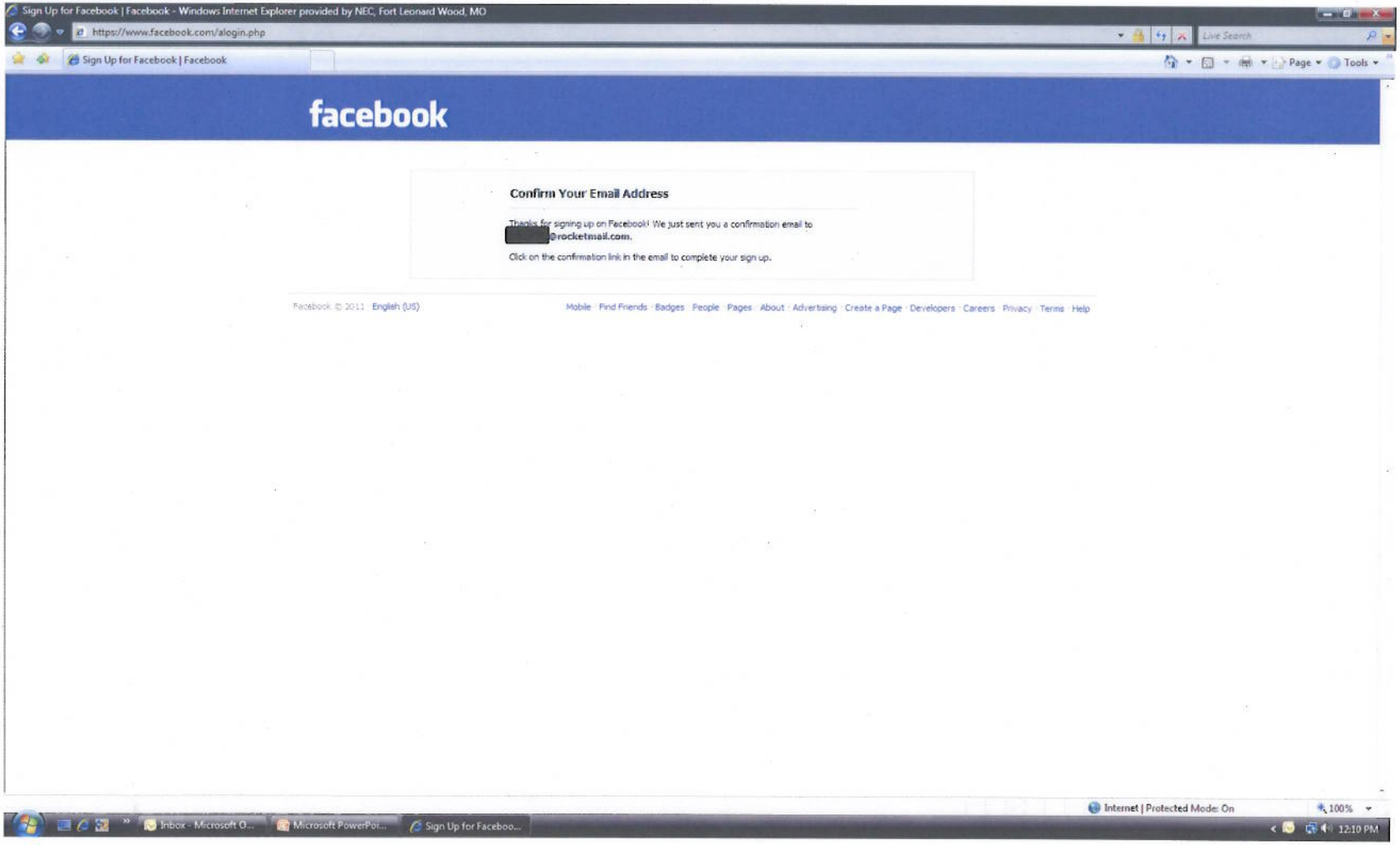
Write it down just in case & K.I.S.S.

Where do you want your notifications to go? This can be changed later.

Any date will work but use a year that make "you" older than 18.

amilies of Soldiers in training

Set-up



amilies of Soldiers in training

Set-up

@rocketmail.com - Yahoo! Mail - Windows Internet Explorer provided by NEC, Fort Leonard Wood, MO

http://us.mg5.mail.yahoo.com/neo/launch?reason=ignore&rs=1

robsgurl@rocketmail.com - Yahoo! Mail

YAHOO! MAIL

WHAT'S NEW | INBOX (1) | CONTACTS | UPDATES | Action Required: Co...

Compose Message | Delete | Reply | Forward | Spam | Move | Print | Actions

Inbox
Drafts
Sent
Spam
Trash
Folders
Applications
All My Purchases
Attach Large Files
Automatic Organizer
Calendar
Edit Photos
Evite
Flickr
Improve Yahoo! Mail
My Cool Fonts
My Drive
Notepad
Stationery

Action Required: Confirm Your Facebook Account

Hey there,

You recently registered for Facebook. To complete your Facebook registration, follow this link:

http://www.facebook.com/c.php?code=118542123&email[redacted]0rocketmail.com

Facebook helps you communicate and stay in touch with all of your friends. Once you join Facebook, you'll be able to share photos, plan events, and more.

Thanks,
The Facebook Team

Would You Go Back To School If You Qualified For A Grant? See If You Qualify!

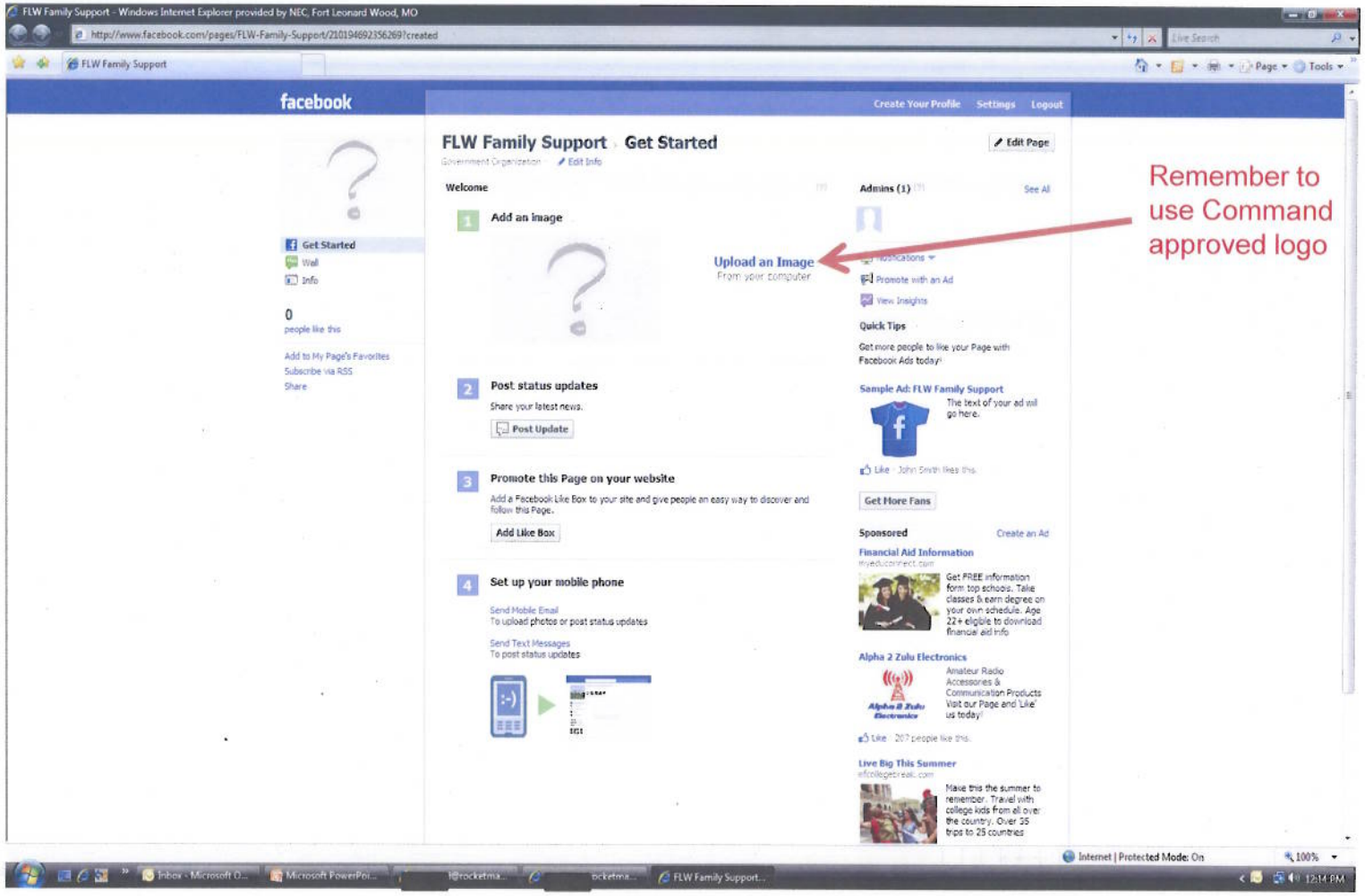
Click Your Age:

See Degrees Now

Downloading data http://l.yimg.com/d/lib/darla/2-1-5/js/ie-csc-debug.js...

amilies of Soldiers in training

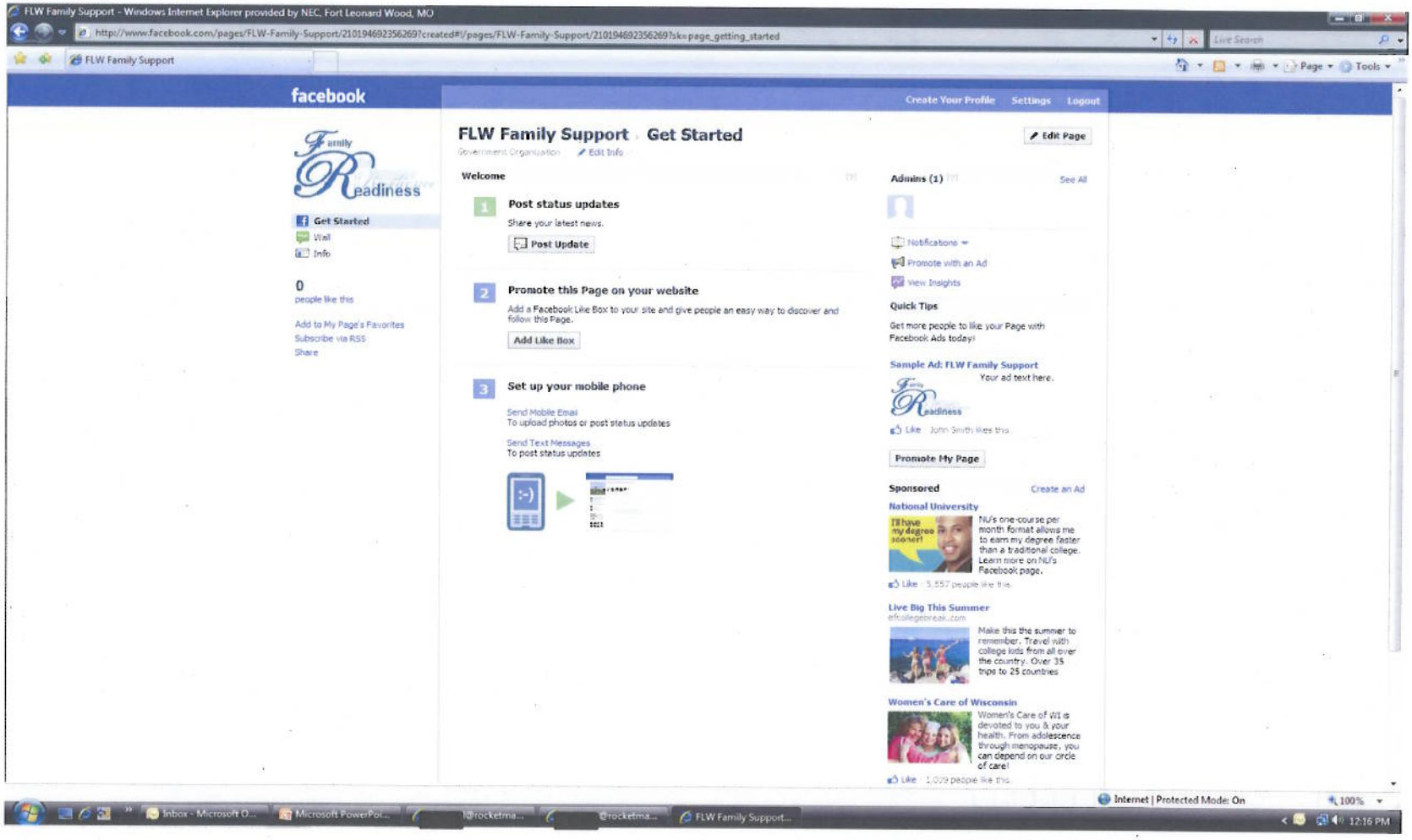
Set-up



Remember to use Command approved logo

amilies of Soldiers in training

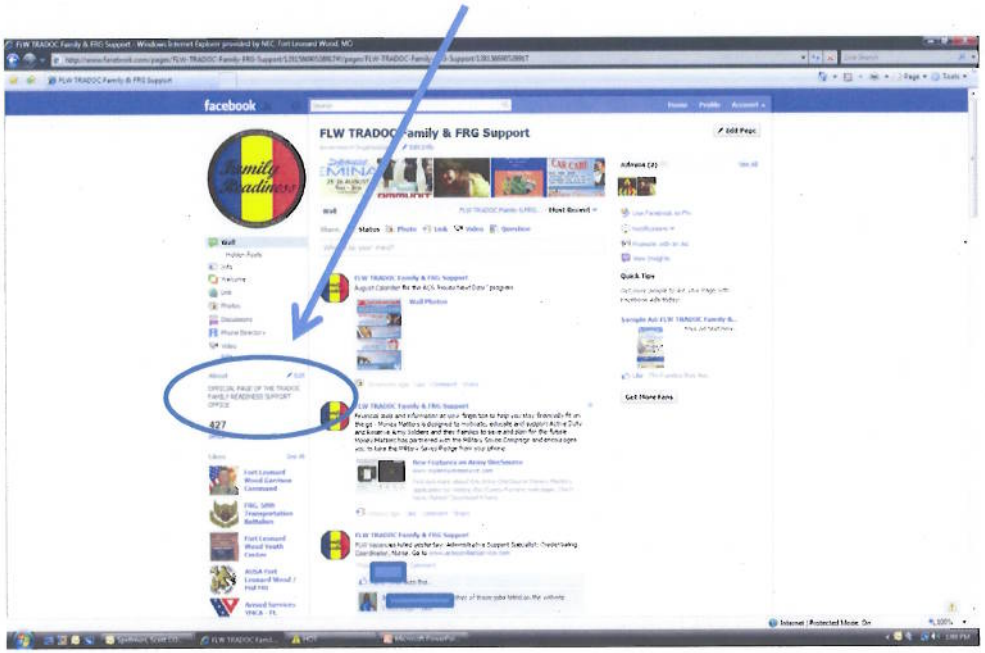
Set-up



amilies of Soldiers in training

3. Follow Army Guidelines

•Include a statement "This is the official <facebook> page of <enter your Unit or Organization name> Family Readiness



- Manage permissions**

  Waiting for DA PAO

- No personal ads or endorsements

- Register your page at **www.army.mil/socialmedia**

amilies of Soldiers in training

4. Advertise

'ly Readiness » 35th Engineer Families

35th Engineer Families

Welcome to the 35th Engineer Battalion Family Readiness Group

The 35th Engineer Battalion transforms volunteers into disciplined Soldiers and trains Sappers at Fort Leonard Wood, Missouri in order to provide Commanders the Warriors they need to accomplish their missions.

Thank you for supporting your spouse every day. We value Families, and want your time here to be enjoyable and professionally rewarding. Fort Leonard Wood is a great place to live and work.

Are you a member of the 35th EN BN Cadre Family? Click here for access to our FACEBOOK Group page.

Our Family Readiness Support Assistant can be reached at 573-563-6511 from 0800 to 1600 during normal duty days if you have any questions, comments, or concerns. You may also contact our Battalion Commander at 573-596-0382.

Families of Soldiers in Training

Official Facebook Pages by Company:

Alpha Company

Bravo Company

Charlie Company

Delta Company

Other great CADRE Family links:

Community Information- Woodworks

Family Member Resources

Download the Cadre Spouse Handbook here!

1 BN Level Cadre FB Page (Group)

Trainee Family FB Page (Fan)

Maintained at Company Level.

amilies of Soldiers in training

5. Monitor! Remember OPSEC

Further information, instruction, techniques, etc. on how to manage social media can be found at

www.slideshare.net/usarmysocialmedia

Cadre Families

Do you girls know a place to get hair cuts for a decent price?

"Does anyone have the number to the library here on base?"

"does anybody know which is cheaper for the contacts eye exam .... walmart or the place in the px?"

"When is the spouse career fair?"

"I end up with a lot of paper bags from commissary shopping trips... I am not aware of a place to recycle them. Anyone need them, know where to recycle them, or have a useful tip for getting rid of them???? I do not want to just throw them away ;)"

Families of Cadre

Outline

- Why have a social media page?
- At what level should we have it?
- What is the best way to set it up?
- Tips and Tricks for successful use.

Families of Cadre

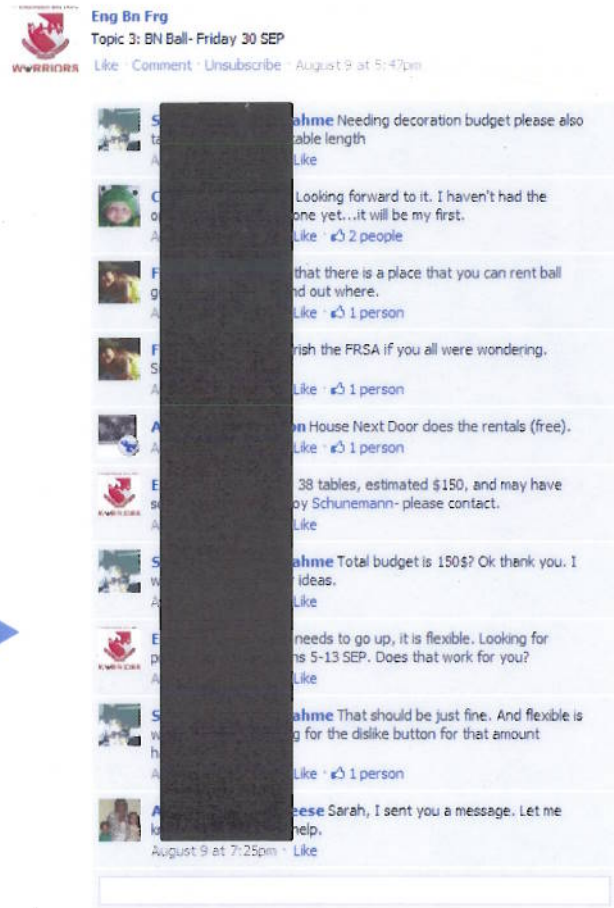
Why?

- Stay connected without being pushy
- Creates a Venue of <u>support</u> for Families
- Means of providing current and accurate information
- Link between Family and the Unit – frequent posts say "we care"

amilies of Cadre

How? At what level?

- Unit FB Rep interaction should be active (but not overwhelming)
  - "We care"
  - Post / Unit activity
  - Photos
- Recommend at Battalion Level
  - Companies are typically too small (Permanent Party)
- Could be a venue for FRG Meetings



amilies of Cadre

Tips and Tricks..

Tip # 1: Follow these 5 easy steps

1. Select a Social Media Administrator
2. Create a Group page (filters membership)
3. Follow Army Guidelines
4. Advertise during in-processing
5. Monitor! Remember OPSEC

Trick

Families of Cadre

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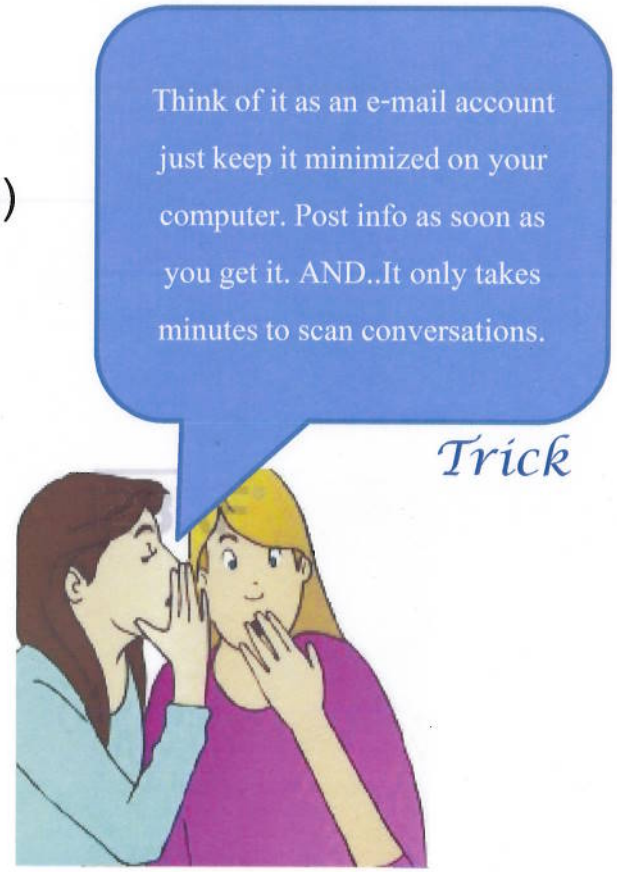

Trick

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Families of Cadre

Set-up

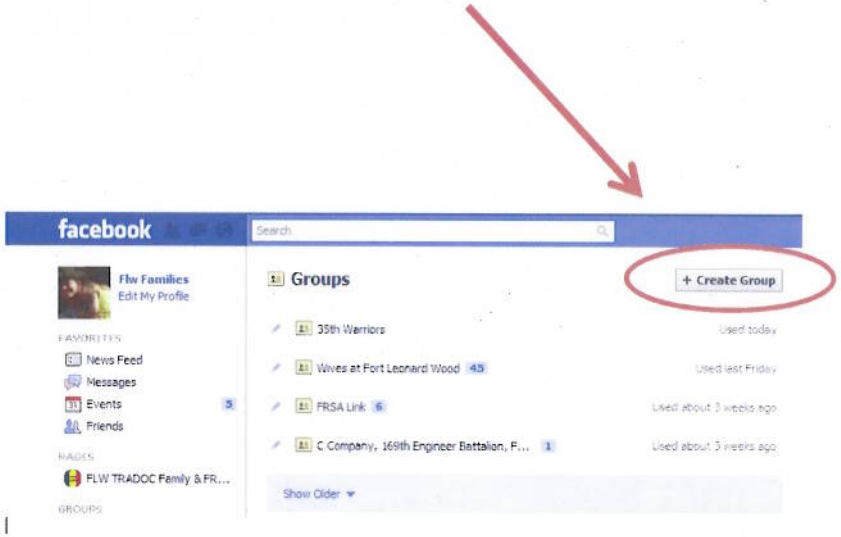
2. Create a GROUP page

- Group pages can only be created from a "personal" profile page.

amilies of Cadre

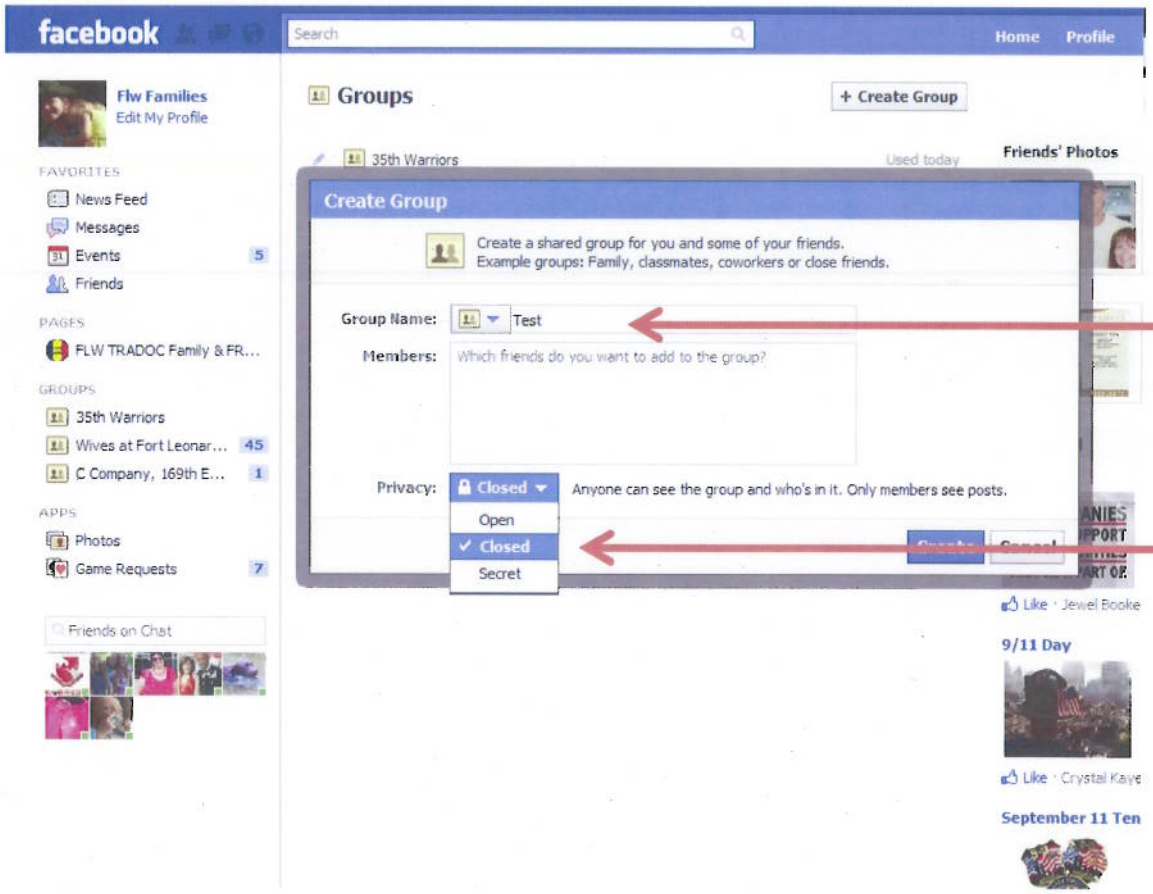
- Go to your “personal” newsfeed page
- Click “more” next to GROUPS
- Click “Create Group”

Hover over “groups



amilies of Cadre

Set-up



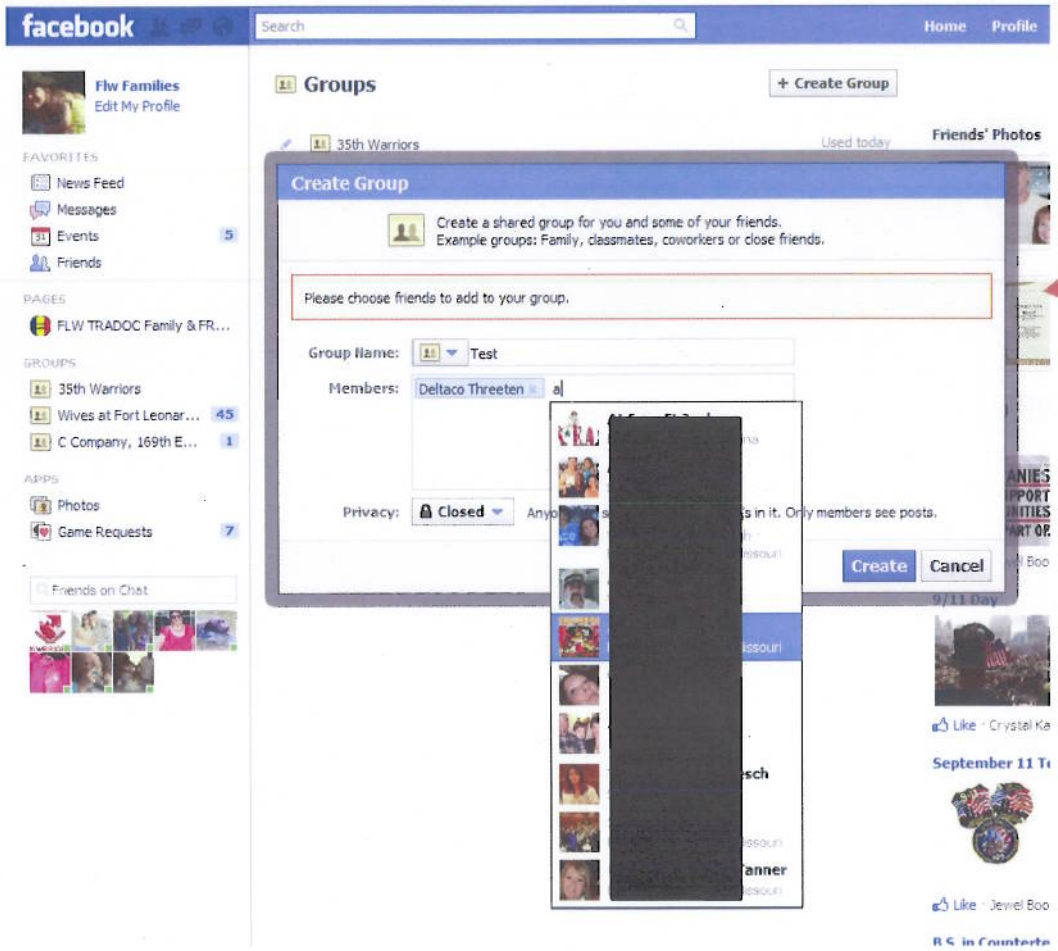
Choose a clear searchable name such as "787 MP BN Cadre Families"

"include Commander approved name and logo, not a nickname or Mascot" – *Office of the Chief of Public Affairs*

Select "Closed"

amilies of Cadre

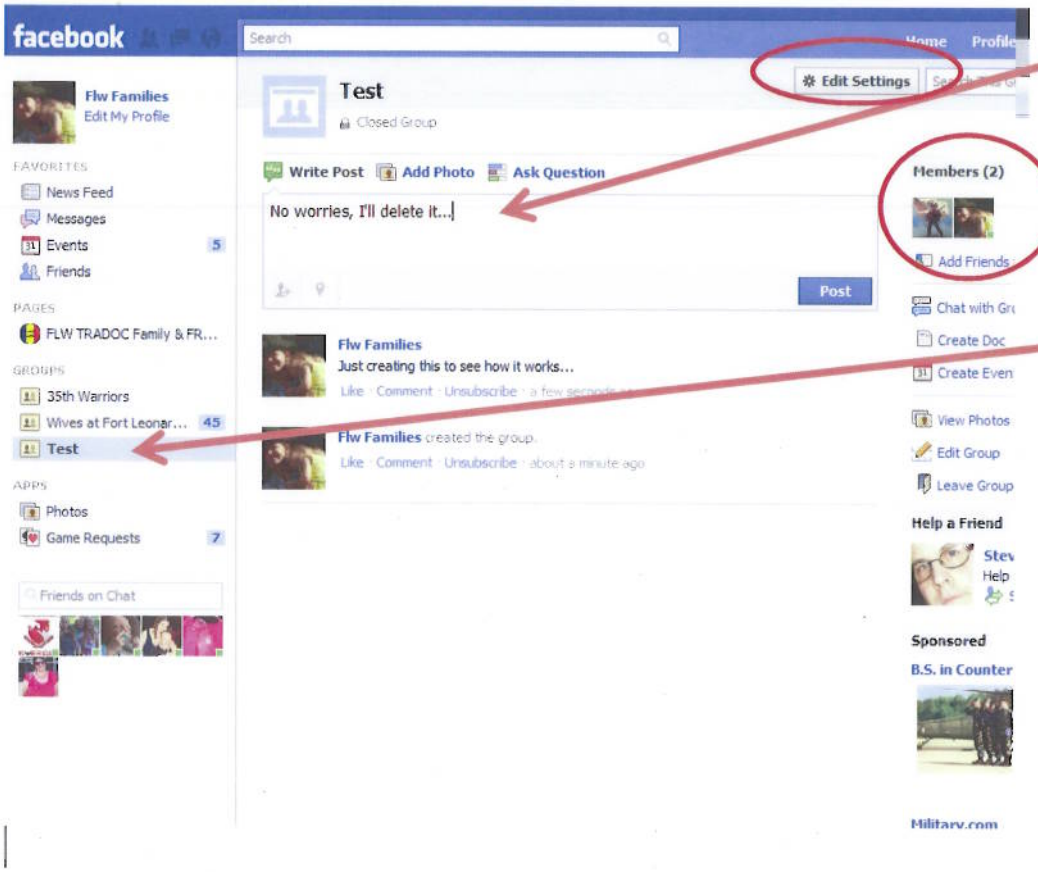
Set-up



Note: You'll need at least one friend through your "personal" page to create the group.

amilies of Cadre

Set-up



Start sharing

Members

Group Page

amilies of Soldiers in training

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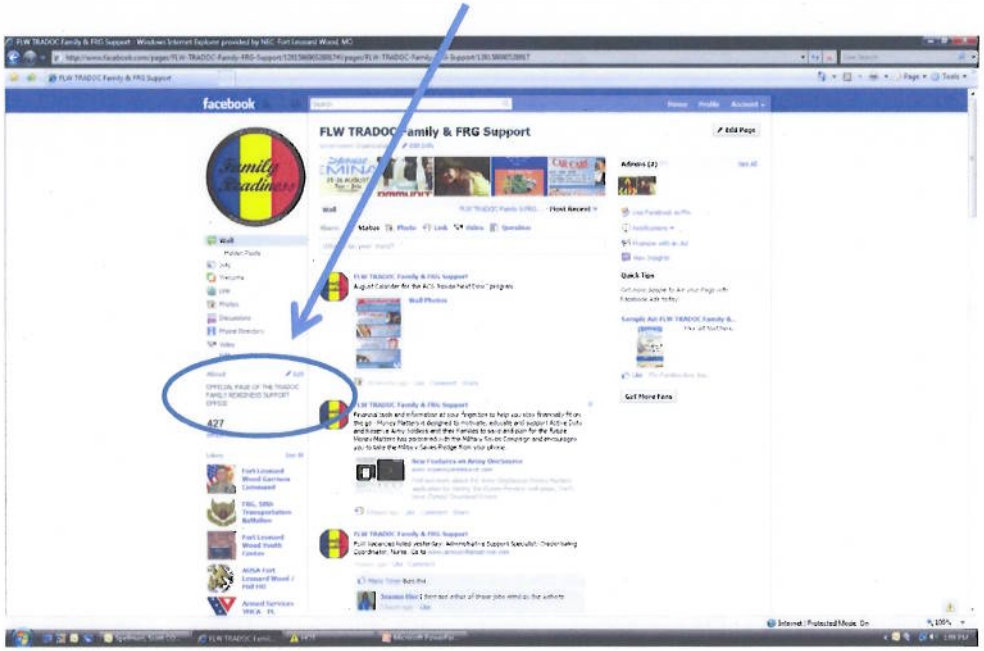

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Families of Cadre

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amilies of Cadre

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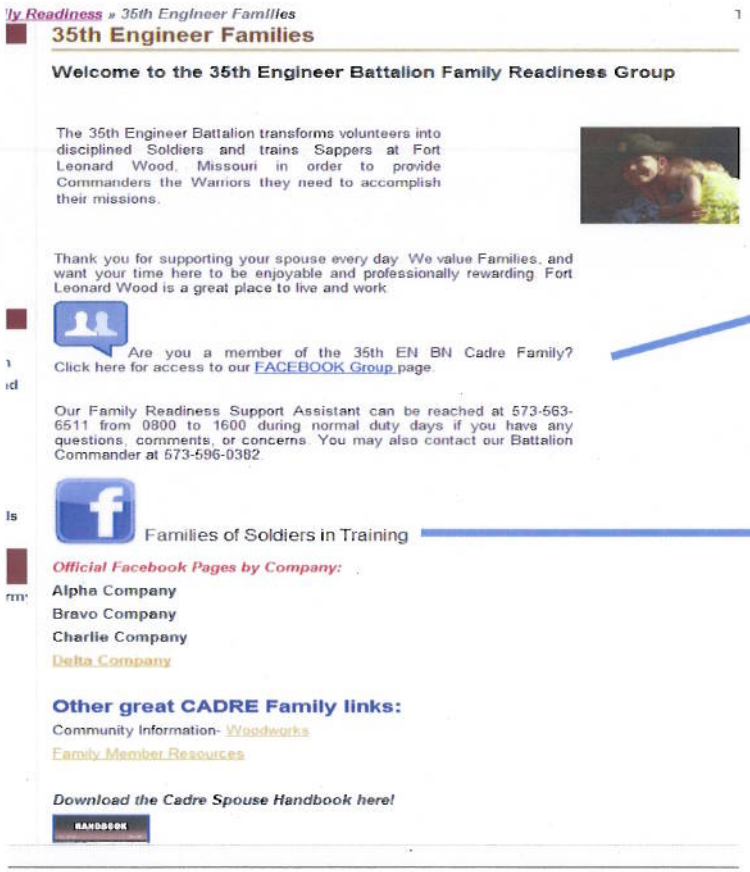

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HANDBOOK

- Welcome Letter
- In-processing
- ...etc
- Website

1 BN Level Cadre FB Page (Group)

Trainee Family FB Page (Fan)

Maintained at Company Level or BN.

"Is there a Commander's spouse 101 class somewhere?"

"What kind of stuff can I do while my husbands is in school? I'm getting major cabin fever!"

Families of "Students"

"Does anyone know if someone will take pics or video of L4 Graduation Friday morning?"

Families of Students (CCC/BOLC)

Follow same set-up guidance as "Families of Soldiers in training" due to their transient nature.

However…

- Unit FB rep should be active
- Same information as Cadre Families
- Educational opportunity for spouses

"I heard there were discounts if you husbands deployed. What are they?"

"My husbands in Korea so I don't have an FRG anymore, can I still go to this {event}?"

"Where can I find a reputable house sitter?"

Families of IAs or Geo-separated

Families of IAs or Geo-Separated

Should belong to the BN Cadre Group page.

This puzzle piece can represent more than just a deployment from your Unit