2009 Keith L. Ware Public Affairs Competition

Category T: Outstanding Initiatives in New Media.

Overview
The official Facebook fan page for the Oregon Military Department/Oregon National Guard is a place where Oregon National Guard members, their friends, families and supporters, and other interested parties can connect, network, re-establish relationships, and find each other. It is also a place where stories, photos, and videos can be posted. Often, items which are posted to Social Bookmarks, or to the Blog, are cross-posted to the Facebook page.

URL
http://www.facebook.com/pages/Salem-OR/Oregon-National-Guard-Oregon-Military-Department/63030240817?v=photos&ref=ts#/pages/Salem-OR/Oregon-National-Guard-Oregon-Military-Department/63030240817?ref=ts

The Oregon National Guard also has a traditional Facebook page, located at:
http://www.facebook.com/OregonGuard?ref=profile

On both the Fan Site and the Facebook page, known as Owen Summers OregonGuard, posts are automatically set to populate both sites from our Twitter account (http://twitter.com/OregonGuard), and our official blog (www.oregonmildep.blogspot.com). However, unique posts are also made on both the Fan Site and the Facebook page in the form of Notes, mobile updates and bookmarks. Additionally, fans of both pages are free to post their own links, event listings, photos, videos and links.

All postings and links placed on the sites are monitored on a daily basis. Content must adhere to the Oregon National Guard Facebook user guidelines, established in November 2008. A copy of these guidelines are located in the INFO tab on the Owen Summers OregonGuard Facebook page, and the text of which appear at the end of this document.

Furthermore, stories which appear in our monthly print publication, The Oregon Sentinel, are often published through both the fan site and the Owen Summers pages. The reason for this is simple: the publication timeline of our print document takes place every month. News which takes place today can be immediately uploaded to the Facebook pages the day of the event or occurrence (and often is). The result is a pertinent online location where fans and followers can find useful, timely, accurate and dynamic information about the Oregon National Guard.

Much feedback has been obtained from our fans and followers via Facebook, via questions posted in the status block or in Notes. The overwhelming response was “more stories about deployed soldiers”. Therefore, a second-level page was created for the Oregon Army National Guard’s 41st Brigade, located at: http://www.facebook.com/group.php?gid=89211769848. This is a fan page for the approximately 3,000 citizen-soldiers of the 41st Infantry Brigade Combat Team, who are deployed to Iraq for a year (they plan to return to Oregon in the summer of 2010).

Another request from fans and followers was to keep families and the public abreast of upcoming events. The Public Affairs Office has reached out to key contacts in the Family Readiness Groups, Unit Public Affairs Representatives, Oregon Air Guard and Army Guard personnel, and local civic groups, in addition to our in-house Community Relations Manager, Kay Fristad, to provide the social media manager with regular lists of upcoming events. These, married with official events for the organization, comprise the robust event postings which take place on the sites.

Objectives-Short Term
The short-term objective of the Oregon National Guard's Facebook Fan Page is to create a presence on Facebook, and in the realm of social media, to accurately represent the 8,000+ citizen-airmen and citizen-soldiers in Oregon, and to share stories, photos and videos about them with the wider community.

Objectives-Long Term
The long-term objective of the Oregon National Guard's Facebook Fan Page is to remain the leader in information dissemination for the Oregon National Guard, providing the public with a one-stop-location for news and information about the Oregon National Guard.

Facebook will continue to serve as a bridge between traditional public affairs efforts (print, media relations, and community relations), and the growing online community. More importantly, our Facebook pages' relevance as the "go-to" location for dynamic information about Oregon's citizen-soldiers and citizen-airmen, as the number of followers and friends to our Facebook pages increases.

Specific Content- Stories
1. On Dec. 14, 2009, photos of the Oregon National Guard's participation in a search and rescue for missing hikers on Mount Hood were posted to our Facebook pages, in addition to regular updates during the mission. Additionally, live tweets and mobile phone uploads were automatically cross-posted to our Facebook pages. To see one of the photos posted, go here: http://twitpic.com/ts102.

The posts on our Fan Page and Twitter resulted in a call from Pat Doris of local television station, KGW, News Channel 8, asking for information and a point of contact on the mountain. When asked how he had heard of our efforts, he responded, "I saw it on your Facebook page." He was able to contact our folks on the mountain, and conduct an interview and obtained photos, which were used in his story.

Furthermore, video b-roll shot by Oregon National Guard Public Affairs was posted on both our YouTube page and on Facebook, and was used by local television station, KPTV-12: http://www.kptv.com/video/15359817/index.html.

A direct link of the B-roll is located here: http://www.youtube.com/watch?v=shagZhGmchM

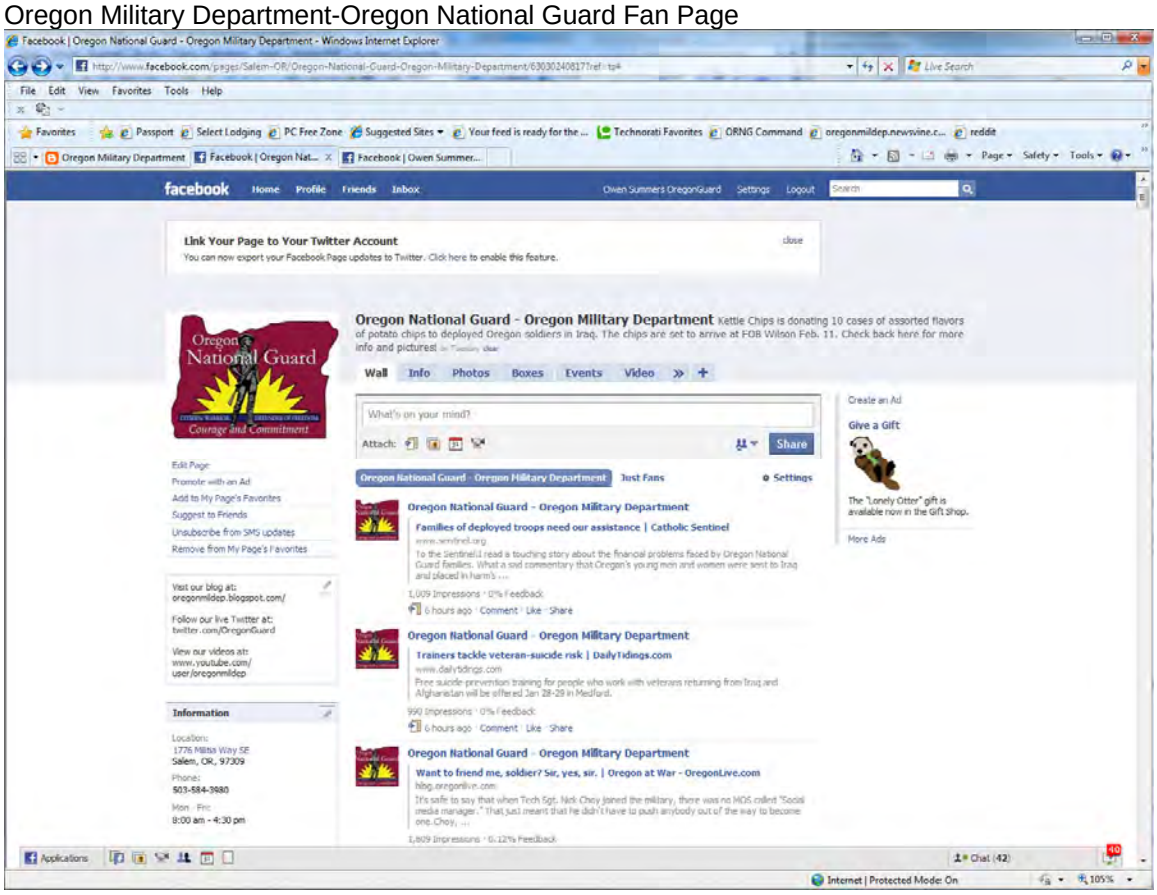
The entire mission, and the social media posts, were used by National Guard Bureau, Oregon State Emergency Management, and the Oregon National Guard as a case-study in effective communication via social media.

2. On Jan. 7, The ABC News story about how two Oregon Air National Guard F-15 fighters escorted the Maui-bound Hawaiian Airlines jet back to Portland due to an unruly passenger, was posted to our fan page wall. This is the original story: http://abcnews.go.com/Travel/military-scrambles-jets-passenger-makes-threats-hawaiian-airlines/story?id=9496223. The posting to our Facebook Fan page resulted in six favorable comments in two days.

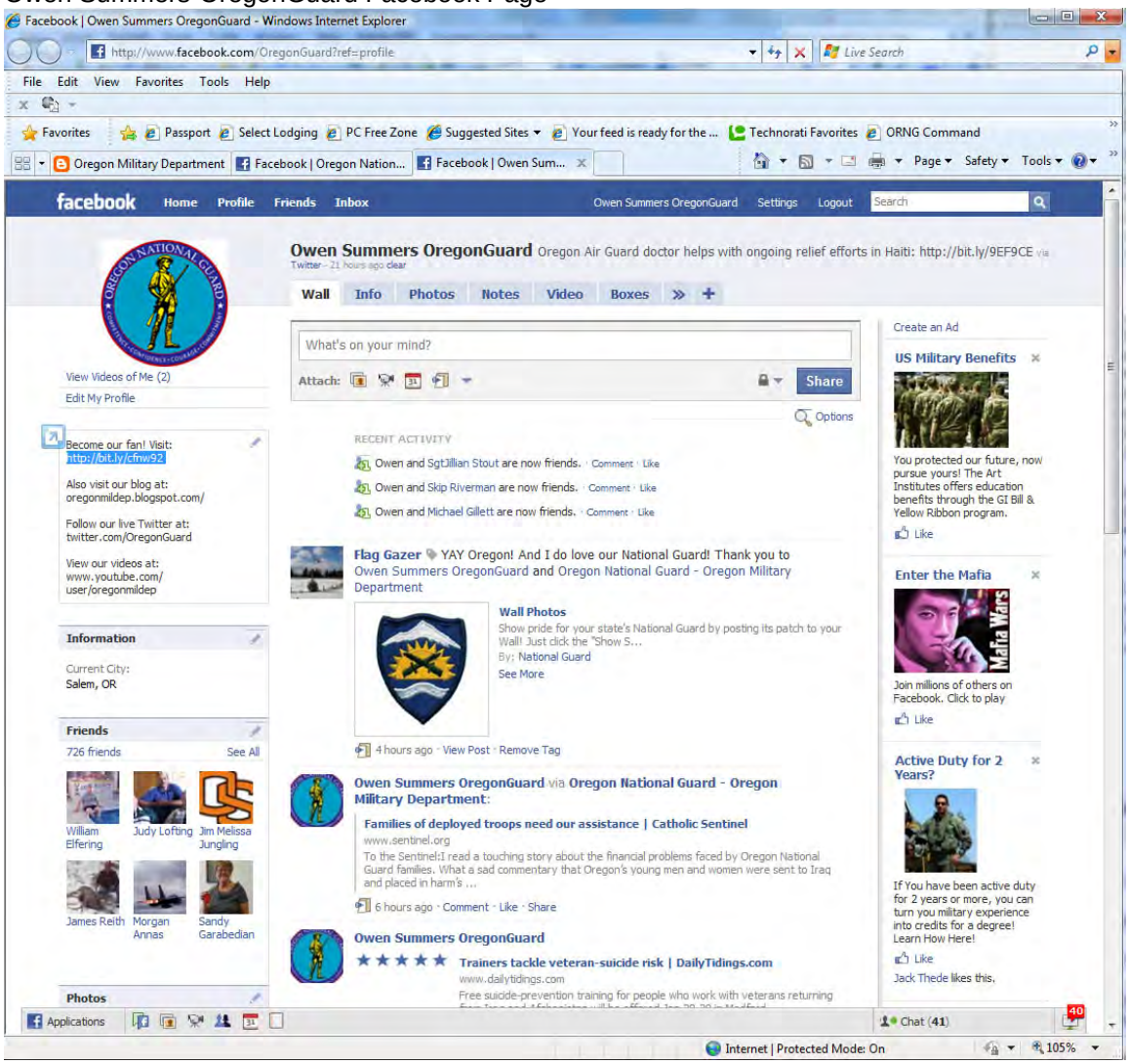
At a glance
Fan Page Status: Open (anyone can join)
Fan Page URL: tp://bit.ly/cfnw92
Number of fans: 1,250 (as of Jan. 28, 2010)
Photos: 16 albums
Videos: 12
Notes: At least one note posted every week
Events: Information supplied by Family Readiness Group Coordinators, soldiers, airmen, family members, internal COMREL manager, Unit Public Affairs Representatives, and fans of the site.

Screenshots

Oregon Military Department-Oregon National Guard Fan Page



Owen Summers-OregonGuard Facebook Page



Facebook User Guidelines for The Oregon National Guard

The Oregon Military Department's purpose is to administer, house, equip and train the Oregon National Guard – a ready force to support the Governor during events of unrest or natural disasters, and as a reserve force to the United States Air Force and the United States Army. The Oregon National Guard has a long tradition and history dating back to 1843.

The Guard is found in both the United States Constitution and the Oregon Constitution. The tradition and history of the Oregon National Guard was grounded on the basis of its mission statement; "A ready force equipped and trained to respond to any contingency. When we are needed, we are there."

Visit our blog:
http://oregonmildep.blogspot.com/

See our photos:
http://www.flickr.com/photos/oregonmildep/

Follow our live Twitter updates:
http://twitter.com/OregonGuard

View our videos:
http://www.youtube.com/user/oregonmildep

Exactly who is Owen Summers? Go check out the bio at:
http://www.facebook.com/home.php?#/note.php?note_id=53302300941

Usage Guidelines:
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- Posts to Facebook are immediate and live! Anything you post can and will be viewed by MILLIONS of people.

- Do not post information about upcoming TDY's and deployments. While you're deployed don't release operational details about your mission or the people you work with. Respect other individuals right to privacy as well.

- Educate your spouse and children about not discussing on social networking sites what your role is in DoD and educate them on the pitfalls associated with divulging certain information via Facebook.

- Refrain from posting specific identifying information such as your phone number and address.

- Don't provide information that would allow someone to find you or your family. Information about the school your child attends along with pictures, are good examples of such information.

- Don't post inappropriate or embarrassing information about yourself or others. The acid test is if you wouldn't want your employer or your grandmother to see it, then don't post it online!

- Use caution when posting photographs especially if they involve pictures of your work center. Carefully scan the background in your photos to make sure equipment/people/locations are not being compromised. NOTE: Many DoD offices prohibit photography, so make sure your pictures are authorized.

- If you wouldn't want the information to wind up in the Washington Post, or worse yet for Al'Qaida to see the information - then leave it off your social networking page.