

2015 Major General Keith L. Ware Public Affairs Competition– Print Category D: Outstanding Digital Presence Unit Category) – Supplemental Explanation U.S. Army Natick Soldier Research, Development and Engineering Center

In an effort to utilize the new and ever growing platform of social media, the U.S. Army Natick Soldier Research and Development and Engineering Center (NSRDEC) not only establishes our “presence” in the digital realm but also affords us the opportunity to identify, inform, engage and even generate interest from existing and potentially new partners and stakeholders.

The NSRDEC Public Affairs Office Social Media effort utilizes key “streams” to make partners, stakeholders, potential partners/stakeholders, our workforce and population as a whole aware/interested in the work the NSRDEC does for the Soldier. We have targeted specific social media sites to share our message:

- [Facebook](https://www.facebook.com/NSRDEC) – (<https://www.facebook.com/NSRDEC>) is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.
- [Twitter](https://twitter.com/NatickSRDEC) – (<https://twitter.com/NatickSRDEC>) is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.
- [LinkedIn](https://www.linkedin.com/company/us-army-natick-soldier-research-development-and-engineering-center) – (<https://www.linkedin.com/company/us-army-natick-soldier-research-development-and-engineering-center>) is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

These social media outlets allow the NSRDEC to share our message and explain what we do for the “Science behind the Soldier (which has been turned into a searchable “hashtag” #sciencebehindthesoldier for use across all social media outlets) and reach new areas/audiences previously confined to “traditional” military information outlets (i.e. army.mil). A mix of published articles (NSRDEC/NSRDEC related articles posted to army.mil and other websites) imagery (from both the NSRDEC and other websites) as well as “candid” photos taken by PAO staff, videos, our Science, Technology, Engineering and Math (STEM) outreach, upcoming events and items of interest are “broadcast” across our social media outlets in order to generate and better interest and understanding of the work the NSRDEC does for the Soldier.

NOTE: Our use of LinkedIn is unique in the Army and we are considered to be the first U.S. Army organization to create an official LinkedIn organizational page. We have over 10,000 followers and our exposure on LinkedIn outpaces our presence on Facebook.

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Examples of Social Media posts:

US Army Natick Soldier Research, Development, and Engineering Center Did you know that our Aerial Delivery Directorate, in partnership with the United States Air Force, developed the Joint Precision Airdrop System or "JPADS"? JPADS is a family of delivery systems (using gliding parachute decelerators, GPS-based... more



Organic ⓘ

Targeted to: All Followers

8,743

impressions

210

clicks

61

interactions

3.10%

engagement

Sponsor update

Like (56) • Comment (2) • Pin to top • 20 days ago

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U.S. Army Natick Soldier Research Development and Engineering Center

Published by Dutch DeGay [?] · December 16, 2015 at 9:58am ·

Food research, combat rations development, field food service equipment, complete combat feeding...for the Army, Navy, Air Force and Marines...on land, sea and air...and even in space! Check out the video and see for yourself how our Combat Feeding Directorate is an amazing group of people ensuring our armed forces have the best nutrition possible. #thescienceoffood #sciencebehindthesoldier #peoplebehindthescience U.S. Army U.S. Army Materiel Command U.S. Army Research, Development and Engineering Command



2,511 people reached

Boost Post

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DoDInnovation @DoDInnovation · 12h
#DoDinnovates

Natick Soldier RDEC @NatickSRDEC

While most people know us for our textile, shelter, parachute and food research, we also have the cutting edge... fb.me/6W5BH5lbe



Soldiers Magazine @SoldiersMag · 18 Dec 2015

The @NatickSRDEC's Combat Feeding Directorate talks the science behind fueling the warfighter: vimeo.com/148881629



[View media](#)



U.S. Army @USArmy · Jul 29

@NatickSRDEC investigates high-barrier, non-foil materials for food packaging
go.usa.gov/37uV5



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Published by Dutch DeGay [?] · July 15 · 🌐

We were honored to host Charlie Baker, the 72nd Governor of the Commonwealth of Massachusetts, and show him the great work we do everyday for the Soldier #sciencebehindthesoldier #peoplebehindthescience U.S. Army U.S. Army Research, Development and Engineering Command



4,487 people reached

Boost Post

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U.S. Army Natick Soldier Research Development and Engineering Center

Published by Dutch DeGay (7) · September 25 at 1:34pm · Edited ·

Our Expeditionary Basing and Collective Protection Directorate is tireless in their efforts to research new and emerging technologies to support the Soldier. Airbeam shelters (that utilize braided fabric beams that when inflated to high pressures become rigid) not only give Soldiers threat and environmental protection but are easier to transport and setup and breakdown in a fraction of the time of older shelters. They meet all Army environmental specs including 10lbs/sq ft snow loading, 65MPH wind gusts, temps of -25F to 120F and also has an integrated floor to reduce water, dust and pest intrusion to the shelter. The shelters have become a standard for 150 man camps and have been deployed worldwide. #sciencebehindthesoldier #peoplebehindthescience



17,186 people reached

Boost Post

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US Army Natick Soldier Research, Development, and Engineering Center We'd like to welcome Mr. Douglas Tamilio as the new acting Director for the U.S Army Natick Soldier Research Development and Engineering Center (NSRDEC). Mr. Tamilio, a native of Massachusetts, brings a wealth of experience from his career as an Army... more



Our “streams” receive between 5k-10k weekly views and have been cited/referenced/responded to by the media (print/web/TV-radio), academia, state/federal level government and the Department of Defense. Notable personnel/agencies that follow, comment or contribute to our social media “streams” include (in no particular order): Massachusetts Governor Charlie Baker, Massachusetts Secretary of Education Mathew Malone, Massachusetts Congressional Representative Joe Kennedy III, MG John Wharton, U.S Army Research Development and Engineering Command, Program Executive Office-Soldier, the Defense Advanced Research Projects Agency (DARPA), Department of the Army Public Affairs, official U.S. Army social media accounts, Wired Magazine, Popular Science and Popular Mechanics to name a few.

Our social media presence and posts that highlight the “Science behind the Soldier” and the “people behind the science” (another searchable “hashtag” #peoplebehindthescience, that we use to identify stories/imagery/articles/videos that focus on our workforce) have helped us craft a multimedia “story” that explains the importance of the work we do as an Army Science and Technology facility and further the Army’s goal of informing the public about the technical achievements/advances of the American Soldier.