

SUPPLEMENTAL INFORMATION

AMC_JCAT_D_USA_RDECOM – Digital Presence

Entry by the U.S. Army Research, Development and Engineering Command, whose mission is to ensure decisive overmatch for unified land operations to empower the Army, the joint warfighter and our nation. The objective is to portray the Army as technologically advanced, modern and powerful to assist Army recruiting, inform taxpayers of federal research and development efforts, highlight the successes of RDECOM personnel and partners, and grow the next generation of scientists and engineers through the Science, Technology, Engineering and Math program RDECOM leads on behalf of the Army.

News and feature stories about science and technology advances have a broad appeal to the public and across the Army. Key stakeholders and target audiences are:

1. Warfighters
2. RDECOM Workforce
3. Policy Makers
4. Partners/Industry
5. Future Workforce
6. General Public

The U.S. Army content management system, Communicate for Effect, or CORE, is the foundation of the RDECOM communications strategy. RDECOM's official homepage (<http://www.army.mil/rdecom>) benefits from design customizations to create a unique look using the Army.mil template. With CORE sharing, RDECOM increases exposure of S&T content on the Army.mil top news and S&T pages. This placement sparks national media interest and results in actionable queries.

RDECOM expands outward from its CORE presence to enhance the public's awareness of the larger Army technology enterprise. In this way RDECOM's feed reflects a command that has more than 1,000 research agreements with academia and more than 1,500 agreements with industry, has overseas locations in nine countries, hundreds of sponsored research agreements, and science and technology advisers in a number of major units. The result is a curated feed of technology news that attempts to present the entire Army technology story instead of strictly in-house operations.

RDECOM uses Hootsuite to manage the command's social media presence and publish daily posts of interest about the S&T community. Many of these posts are of interest to anyone with a general interest in the advance of science and technology. This strategy keeps the S&T community engaged and interested. When RDECOM news releases are delivered to social media the content is widely shared.

Since October 2014, RDECOM has noticed an exponential increase in Facebook likes. The number of readers liking our Facebook presence has increased from 8,800 in 2014 to nearly 110,000 in the past 15 months.

One major long-term goal is to increase the number of video releases. The command recognizes that many readers/viewers are interested in the RDECOM YouTube channel. Our technology stories have a substantial viewership. For example, a video story on the Army evaluation of DARPA exosuit had more than 4,700 views in less than 60 days, making this a success story where there were few before.

Another example of the site's exponential growth and viewer preference was evidenced in a video posting provided by NSRDEC of a new parachute being tested. Nearly 22,000 viewers viewed the entry once it was posted.

RDECOM public affairs personnel recognize this as an area that needs to be developed. The PAO is currently campaigning to grow video coverage by delivering video/editing equipment to all subordinate PAOs. These geographically dispersed PAOs will be able to provide quick and easy interviews with their leadership and subject-matter experts and post them directly to the command's YouTube site. This will not only provide quick and efficient posting of timely information, but will also develop synergy across the command public affairs community.

Joint service articles of interest also gained quite a following on the RDECOM Facebook site. A posting by AMRDEC (Aviation Missile Research Development and Engineering Center) about how their personnel support naval test pilot students garnered nearly 22,000 readers.

And a home-grown story by the Edgewood Chemical Biological Center about Soldiers and scientists combining chem-bio expertise quickly reached nearly 15,000 readers once posted.

The immediacy and efficient delivery of news and feature material via RDECOM social media platforms is a continuing success story.

RDECOM's Social Media platforms include:

RDECOM Homepage – <http://www.army.mil/rdecom>

RDECOM Official Blog – <http://armytechnology.armylive.dodlive.mil/>

RDECOM YouTube – <http://www.youtube.com/rdecom>

RDECOM Facebook – <https://www.facebook.com/usarmyrdecom>

RDECOM Flickr – <http://www.flickr.com/photos/rdecom>

RDECOM Twitter – <http://twitter.com/rdecom>

RDECOM Pinterest – <https://www.pinterest.com/rdecom>

RDECOM Tumblr – <http://rdecom.tumblr.com/>