



**US ARMY
SUSTAINMENT
COMMAND**

***2015 MG KEITH L. WARE AWARDS
PUBLIC AFFAIRS COMPETITION***

CATEGORY D ENTRY:

**US Army Sustainment Command
(ASC) Facebook Site**

BACKGROUND

The U.S. Army Sustainment Command (ASC) public Web site can be accessed via the following URL:

<https://www.facebook.com/ArmySustainmentCommand>

The Facebook site is accessible by the public and open to comments, likes, etc. by all Facebook users. Comments on the site are used as a means of two-way communication with individuals from inside and outside the Command who express questions and concerns about what they see on the site. Comments are monitored regularly, and those that are irrelevant, potentially offensive, etc. are removed, with the worst offenders blocked.

Employees within ASC Public Affairs are authorized and able to post items on the Facebook site. All employees have completed the relevant training on use of social media – to include OPSEC and privacy policies – and the site is constantly monitored to assure compliance. The Facebook site has been registered with OCPA’s Online and Social Media Division.

During calendar year 2015, a total of 361 items were posted on the site (*see list below – list includes dates of postings*). This active news feed was visible to all Facebook users who visited the site.

ASC Public Affairs used the Facebook site to post news items, including video news; photos taken at Command and community events; links to stories about the Command that appeared in local and national external media outlets; information about Command policies with wide impact; and notices and updates on audio-visual services, weather-related closures, etc.

ASC’s Facebook site has proven to be an effective tool of outreach and communication, both with internal and external audiences. Statistics show that, on average, the site is visited by more than 3,000 unique users per week. The site will continue to expand and evolve to meet the communication and information needs of the Command and its internal and external audiences.

ITEMS POSTED TO FACEBOOK SITE
BY ASC PUBLIC AFFAIRS OFFICE – 2015

VIOS Schedule (4 January)

ASC Winter Weather Leave Policy (5 January)

LRC Symposium - Photos (6 January)

Change of Responsibility - ARNEWS / Video News (9 January)

New Year's Reception - Photos (12 January)

VIOS Schedule (12 January)

Blair Anti-Terrorism Award (15 January)

CFC Awards (20 January)

Retrograding Radioactives (20 January)

Logistics Terrain Walk (20 January)

Martin Luther King Observance (23 January)

Enlisted Aide Applications - ASC Photo / Army Times.com (27 January)

Rock Island Arsenal Digest / Rock Island Argus (27 January)

Calendar of Events (27 January)

Inside the Gates / WHBF-TV (27 January)

VIOS Schedule (28 January)

Stand-To! New Sergeant Major of the Army (30 January)

Enlisted Aide / WHBF-TV (30 January)

ASC Logo (30 January)

Admin Leave Authorized (1 February)

Snow Day (1 February)

Stand-To! Black History Month (4 February)

Stand-To! Ready & Resilient (5 February)

CG Visit to DC (6 February)

Illinois Lieutenant Governor Visit (6 February)

Women's Self-Defense Course - Photos (7 February)

Rock Island Arsenal Digest / Rock Island Argus (9 February)

Women's Self-Defense Course (10 February)

Oregon National Guard Soldiers Repair Optics (10 February)

Women's Self-Defense Course - Photos (10 February)

Materiel Management Summit (10 February)

Stand-To! M-COP (11 February)

Materiel Management Summit (11 February)

LRC-Bliss 60-Year Employee / Fort Bliss Bugle (12 February)

CG at RIA-AUSA Meeting - Photos (12 February)

AFSBn-Afghanistan Safety Council (13 February)

Materiel Management Summit (13 February)

Ashton Carter Message (17 February)

Title Transfer (18 February)

Stand-To! SHARP Summit (18 February)

405th AFSB Lab - STEM Visit: ARNEWS (19 February)

Rock Island Arsenal Digest / Rock Island Argus (23 February)

Hopson Reenlistment (23 February)

Stand-To! GFEBS-SMS (23 February)

Black History Month (25 February)

Stand-To! AMC Interns (25 February)

ASC Historian - Veterans Conference (26 February)

Black History Month Observance (26 February)

Black History Month Observance - Video (26 February)

M-16 Qualification - ASC-ARE (27 February)

Black History Month Observance - Photos (27 February)

Rock Island Arsenal Digest / Rock Island Argus (1 March)

CROWS Training - 401st AFSB (2 March)

Wyche Visits 407th AFSB (2 March)

Superior Civilian - 401st AFSB (2 March)

407th AFSB Rail Safety Course (2 March)

Wertz Promotion Ceremony - Photos (2 March)

Weather Preparedness Week (3 March)

Stand-To! AER Campaign (3 March)

CSM Spencer Awards Ceremony - Photos (4 March)

AER Campaign Kickoff (5 March)

NFL Visit - 402nd AFSB (5 March)

Educational Leader Luncheon - Photos (6 March)

QC Executive Club Breakfast (6 March)

QC Executive Club Breakfast - Video (6 March)

Rock Island Arsenal Digest / Rock Island Argus (9 March)

FRG Skating Party - Photos (9 March)

402nd AFSB LARs Prep Chinooks (10 March)

CG Awards Walkaround - Photos (10 March)

CG Awards Walkaround (11 March)

Rock Island Arsenal Digest / Rock Island Argus (16 March)

ASC Completes Ebola Mission (17 March)

AFSBn-Afghanistan - Romanian Partnership (18 March - 2 postings)

Town Hall (18 March)

Stand-To! Army Posture Statement (18 March)

AFSBn-NEA Hosts Japanese Officer (19 March)

G-4 - Expeditionary Logistics (20 March)

MAJ Farmer Promotion - Photos (20 March)

Rock Island Arsenal Digest / Rock Island Argus (23 March)

Moving MRVs (23 March)

JTL - Kuwait (24 March)

Women's History Month Observance (25 March)

Stand-To! Force 2025 (27 March)

BLST University (27 March)

Retirement-Retreat Ceremony / Video & Story (27 March)

Rock Island Arsenal Digest / Rock Island Argus (30 March)

CROWS WAK Bag (30 March)

Stand-To! Global Force Symposium (31 March)

Easter Egg Hunt – Photos (1 April)

SHARP Training (2 April)

LRC-Daegu Employee Retires (3 April)

Good Friday Service (3 April)

Combatives Graduation (3 April)

AFSBn-Afghanistan Rapid Issue (6 April)

Rock Island Arsenal Digest / Rock Island Argus (6 April)

Stand-To! Gold Star Wives Day (6 April)

CG Editorial Board – Photos / Rock Island Argus (8 April)

JMTC Ambulance Contract – KWQC-TV; WQAD-TV; WHBF-TV; WVIK-FM; Quad City Times (8 April); ASC Video News (9 April)

407th AFSB SHARP Stand-Down (8 April)

Governor Rauner Visit – Photos (8 April)

Severe Weather Exercise (9 April)

Governor Rauner Visit (9 April)

SHARP Proclamation Signing (9 April)

Army Ball Invitation (9 April)

AFSB-Hood Toyota Tour (10 April)

NCO Call – Photos (10 April)

Pinwheel Garden – Photos (11 April)

Summer Youth Expo Photos (11 April)

403rd AFSB Supports Key Resolve (13 April)

New AMC DCG (13 April)

TASM Retrograde (14 April)

Employment-Education Event (17 April)

Army Ball Reminder (17 April)

Rock Island Arsenal Digest / Rock Island Argus (20 April)

Holocaust Observance – Photos (24 April)

Rock Island Arsenal Digest / Rock Island Argus (27 April)

Holocaust Observance (27 April)

SHARP Awareness Run – Photos (27 April)

New Recruiting Ad (28 April)

Vietnam Vet Presentation (28 April)

BLST Olympics (28 April)

Vietnam Vet Presentation – Photos (29 April)

Miletich Teaches Soldiers – Photos (1 May)

Rock Island Arsenal Digest / Rock Island Argus (4 May)

Miletich Teaches Soldiers (4 May)

Stand-To! Asian-Pacific Islander Month (6 May)

Stand-To! Military Spouse Appreciation Day (8 May)

Rock Island Arsenal Digest / Rock Island Argus (11 May)

Coalition-Provided Equipment (11 May)

Sailors Visit Quarters One – Photos (11 May)

LOGCAP – Ebola (11 May)

405th AFSB – ASLAC Visit (12 May)

Prayer Luncheon (12 May)

Operation Patriot Bandoleer (13 May)

Operation Patriot Bandoleer – Video (13 May)

George Eaton History Minutes – .30-Caliber Machine Gun (13 May)

Prayer Luncheon – Photos (14 May)

Army Birthday Ball Interview / WQAD-TV (14 May)

Audie Murphy Club Induction – Video (14 May)

Stand To! Memorial Day (18 May)

Memorial Day PSA (18 May)

Audie Murphy Club Induction (18 May)

ASC Reload – May (21 May)

Full Scale Exercise – 407th AFSB (21 May)

Memorial Day – Cemetery (22 May)

Memorial Day – ASC (22 May)

Memorial Day Photos – Macomb IL / Scott County IA (26 May)

Memorial Day Speakers (27 May)

CG-CSM Visit – 407th AFSB (27 May)

DMZ-DFAC Renovation (27 May)

AMC Big Brass Band (27 May)

Memorial Day Speakers – Video (28 May)

Military Appreciation Night – Mallards – Photos (29 May)

Rock Island Arsenal Digest / Rock Island Argus (1 June)

Stand-To! Camo Uniform (1 June)

LRC SOP Meeting (2 June)

Perna – Logistics Technology (4 June)

Wyche – EAS, APS & EAGLE (4 June)

Small Business Symposium – Via Remarks (4 June)

401st – Republic of Georgia Partnership (5 June)

Rock Island Arsenal Digest / Rock Island Argus (5 June)

Stand-To! Army Birthday (8 June)

Deployed Civilians (8 June)

Arsenal of Innovation – Photos (8 June)

McHugh Steps Down (8 June)

Health Promotion Event (9 June)

407th AFSB Hi-Pro Award (9 June)

LRC-Youngsan School Buses (9 June)

Small Business Symposium (9 June)

Health Promotion Event – Photos (10 June)

“Arsenal of Innovation” Opening (10 June)

AMC Band Performance – Photos (11 June)

ASC Battles Ebola – WHBF-TV (12 June)

Stand-To! Army Birthday (12 June)

405th AFSB Staff Ride (12 June)

Army Birthday Run – Photos (12 June)

DMC Change of Command (12 June)

Army Birthday Cake Cutting – Photos (12 June)

Army Birthday Ball – Photos / Two Postings (15 June)

Town Hall (15 June)

AMC Band at the Ballpark – Photos (15 June)

Army Birthday Ball / WHBF & WQAD (16 June)

Army Birthday Ball / Video News (16 June)

ASLAC – Photos / Two Postings (16 June)

Army Birthday Ball (17 June)

Stryker University (18 June)

Pacific Reach – AFSBn-NEA (18 June)

Best Warrior Photos – Three Postings (24 June)

Stand-To! BLST University (25 June)

Best Warrior Competition (25 June)

Best Warrior Competition – WHBF-TV (26 June)

Best Warrior Competition – Video News (26 June)

403rd AFSB Change of Command (26 June)

403rd AFSB Humanitarian Support (26 June)

LRC-Italy Award (26 June)

Health Promotion Survey (26 June)

VIOS Schedule (26 June)

Retirement Ceremony (29 June)

JMTC Change of Command – Video (30 June)

JMTC - White House Security Fence / KWQC-TV; Quad City Times; WHBF-TV (1 July)

LRC-Fort Riley Award (1 July)

Big Brothers Visit (1 July)

JMTC White House Fence / WHBF-TV (2 July)

EAS Painting Mission (2 July)

Military Kids Camp (2 July)

Military Kids Camp / Video (2 July)

CG Grand Marshal – East Moline Parade (7 July)

Military Caddies – Bill Murray Photo (8 July)

Military Caddies – Photos (9 July)

Military Caddies – Video (9 July)

LRC-McCoy (9 July)

Military Caddies (10 July)

AFSBn-Kuwait Change of Command (15 July)

LRC-Yongsan Property Efficiency (16 July)

Rock Island Arsenal Digest / Rock Island Argus (20 July)

ASC Reload – Video (22 July)

LRC-McCoy – Video (22 July)

LRC-McCoy (24 July)

Lieutenant Governors Visit (24 July)

Korean War Observance – Video (28 July)

Wall That Heals Poster (28 July)

Korean War Observance (28 July)

402nd AFSB Cases Colors (29 July)

Wall That Heals – Video (30 July)

Wall That Heals (31 July)

APS Issue – Pacific Reach (31 July)

Motorcycle Safety Training (3 August)

402nd AFSB Hawaii Activation (4 August)

Food Agency Visits LRC-Honshu (6 August)

403rd AFSB Supports KRF (6 August)

404th AFSB Change of Command (10 August)

Organization Day Run Photos (11 August)

401st AFSB Changes (11 August)

SSMO – Fort Bragg (12 August)

JMTC Safety Posters – WHBF-TV (14 August)

CASA Conference (14 August)

Non-Temporary Storage Costs (14 August)

Senator Ernst Visit – Video (15 August)

World War II Commemoration – RI Argus (17 August)

Flightless Honor Flight – Video (18 August)

World War II Commemoration (19 August)

Women’s Equality Day – Video Message (20 August)

Flightless Honor Flight (20 August)

Flightless Honor Flight – Photos (21 August)

World War II Commemoration – Photos (21 August)

LRC-Hood – School Supply Drive (21 August)

Hannon Retirement – CG (24 August)
Safety Posters – WHBF-TV (24 August)
Father-Daughter Soldiers (25 August)
Women’s Equality Day – Video (26 August)
Women’s Equality Day (27 August)
Rail Line Closure – LRC Adapts (27 August)
AMC Best Warrior Competition (28 August)
SSMO – Fayetteville Observer (30 August)
407th AFSB Recognizes YMCA (31 August)
AFSBn-Hood Change of Command (31 August)
CW3 Reynolds Promotion – Photos (2 September)
Dellamonica Award Winners (2 September)
Town Hall (3 September)
HHC Change of Responsibility (4 September)
RI Grand Prix Opening – Photos (6 September)
QC-DC Flights / WQAD & WHBF (9 September)
National Preparedness Month Video (10 September)
9-11 Commemoration / KWQC (11 September)
Battle of the Rock / WHBF (11 September)
9-11 Commemoration Poster (11 September)
9-11 Commemoration (11 September)
New SAMC Member (18 September)
APS-5 – Photos (21 September)
403rd AFSB Change of Command (21 September)
CG Career Mentoring Presentation – Photos (21 September)

Koenig AFSBn-Kuwait Tour – Photos (22 September)

JMTC Ambulance Rollout (24 September)

Fluor - LOGCAP Biodiesel Conversion (25 September)

Honor Flight / KWQC & WHBF (25 September)

Retirement-Retreat – Video News (25 September)

Honor Flight – Photos (25 September)

Employment-Education Event – Photos (29 September)

Morris Promotion (1 October)

Hopper Promotion – Photos (1 October)

LST-Africa Ribbon Cutting – Photos (2 October)

Domestic Violence Awareness March – Photos (2 October)

Hispanic Heritage Month Observance – Video (8 October)

Hispanic Heritage Month Observance (8 October)

Domestic Violence Awareness – Video (9 October)

Domestic Violence Awareness (9 October)

CFC Kickoff – Video (9 October)

CFC Kickoff – Photos (9 October)

CFC Chili Cookoff – Photos (14 October)

LULAC Community Event (16 October)

‘Fallin’ For Fun’ Event (17 October)

SGM Martin Retirement – Photos (19 October)

Army Ten-Miler (20 October)

Deer Safety (21 October)

Quarters One / WHBF-TV (22 October)

Big Brothers-Big Sisters Event (22 October)

Quarters Three / WHBF-TV (23 October)

Quarters Six / WHBF-TV (23 October)

Staff Ride (23 October)

405th AFSB Stand-down (28 October)

LRC-Hood Awardee (28 October)

Honor Flight – Photos (29 October)

Leadership Development Event (5 November)

Jogging With Earbuds Video (6 November)

Veterans Day @ Silvis – Photos (7 November)

Veterans Day Events / KWQC-TV (7 November)

Veterans Day @ Silvis / KWQC-TV (9 November)

ASC IG Swearing-In – Photos (9 November)

Veterans Day Message (11 November)

Veterans Day @ East Moline – Photos (11 November)

Veterans Day @ RI National Cemetery – Photos (11 November)

Veterans Day Events / WQAD-TV (11 November)

Veterans Day Events / QC Online (11 November)

Veterans Day @ RI National Cemetery – Video (12 November)

Veterans Day (12 November)

Reenlistment @ Mallards Game – Video (13 November)

Town Hall (13 November)

Veterans Day @ RI National Cemetery / KWQC-TV (13 November)

US Army Paris Sympathy Repost (14 November)

Reenlistment @ Mallards Game (16 November)

Two New LRCs (16 November)

Town Hall – Video (16 November)

Hawkeye Color Guard (17 November)

Hawkeye Color Guard – Photos (18 November)

403rd Watercraft Tour (24 November)

LRC-Humphreys Inventory (24 November)

Native American Observance (25 November)

Native American Observance – Video (25 November)

Trees For Troops / WQAD-TV (4 December)

Operation Toy Soldier / WHBF-TV (7 December)

Trees For Troops (8 December)

Tree Lighting Ceremony – Video (8 December)

Wreaths Across America / KWQC-TV; WQAD-TV; QC Times (12 December)

CG Holiday Message Video (12 December)

Candlelight Service (14 December)

Wreaths Across America – Video (16 December)

Retirement-Retreat Ceremony (17 December)

Retirement-Retreat Ceremony – Video (18 December)

EAS – Atlantic Resolve (18 December)

SES Ceremony (21 December)

LRC Symposium (22 December)

HHC Change of Command (22 December)

Early Release (28 December)