



**2014 Maj. Gen. Keith L. Ware
Public Affairs Competition**

Category D:

Outstanding Initiative in New Media (Unit Category)

Explanation paper

Social media is an integral part of the ACC communications program and is used to support the command's Congressional Affairs, Media Relations, Command Information, Internal Communications and Community Relations efforts. With its Web and social media program running smoothly, the U.S. Army Contracting Command Office of Public and Congressional Affairs used 2014 to analyze its Web program and increase overall engagement. By strategically crafting posts and repurposing them across sites, ACC utilized a quality versus quantity methodology, creating mini Web campaigns throughout the year.

Platforms: The ACC Web and social media program includes use of the following communications platforms:

Home:	www.army.mil/ACC
ACC NewsBlast:	http://armycontracting.wordpress.com
Facebook:	www.facebook.com/ArmyContracting
Twitter:	www.twitter.com/ArmyContracting
YouTube:	www.youtube.com/ArmyContracting
Flickr:	www.flickr.com/ArmyContractingCommand
LinkedIn:	www.linkedin.com/company/u-s-army-contracting-command
Instagram:	http://instagram.com/ArmyContracting

Objectives: The main objectives of ACC's 2014 Web and social media program were to steadily increase and strengthen overall engagement across all platforms.

Short-term objectives:

- Enhance online conversation and provide multiple avenues for stakeholders to communicate with ACC
- Provide maximum information dissemination with minimum delay
- Increase awareness of ACC's mission, operations and people
- Provide real-time command news and information, whenever possible
- Evaluate and analyze short-term analytics and adjust, as necessary

Long-term objectives:

- Steadily strengthen and grow ACC's presence across all social media platforms
- Improve and streamline ACC branding across all websites
- Generate content that prompts increased engagement
- Evaluate and analyze long-term analytics, adjust as necessary

Target Audiences: With the integration of websites through smart phones and increased social media usage in our everyday routine, the number of target audiences for online information dissemination has greatly increased.

In previous years the general public was the main target because social media was blocked at many installations and employees were sensitive to security issues. With the increase in employee familiarity and usage, ACC's workforce is a large segment of its Web visitors, especially when immediate information is needed. Social media cross-promotion is also utilized when targeting industry, defense, and local media outlets.

Multimedia: ACC used a variety of multimedia to tell its story, from dozens of YouTube videos to embedding multimedia into Facebook, Twitter, LinkedIn, Google+ and Instagram posts. New CORE video capabilities also facilitated use of multimedia to tell the ACC story.

Analysis: Analysis of the ACC social media program in 2014 shows a steady increase of fans, followers and overall engagement.

ACC also tested several methods to keep its audience engaged and informed such as Methods test such as live reporting from a wide variety of events, observances, command functions and community engagements via Twitter; using the iPad to record quick video messages from senior leaders and posting to multimedia channels; and venturing into a new platform by creating an Instagram page continued to work.

Analysis showed ACC increased its:

- Facebook audience 18%, from 5,610 fans to 6,616.
- Twitter audience 44%, from 2,056 followers to 2,979, and posted more than 1,000 tweets.
- LinkedIn audience 63%, from 7,195 followers to 11,720.
- Instagram audience 83%, from 60 to 110 followers, and posted more than 40 images.

ACC also:

- Posted 3,472 photos on its Flickr page with average views of more than 200 per photo and used this platform to highlight the 2013 ACC Veterans Day Campaign.
- Uploaded 109 videos to its YouTube site resulting in more than 13,500 views . The command used YouTube to develop specialized playlists for the Virtual Contracting Enterprise informational and training videos.
- Worked to expand its presence on Google+, currently in 454 "circles," with more than 179,000 page interactions.
- Created method for automatically posting all ACC contract announcements to Twitter in real time. Utilized same method to post Armyhire.com job postings to both LinkedIn and Twitter, resulting in significant follower increases on both sites.
- Provided livestreaming of the Best Warrior Competition announcement through Google+ and YouTube.

ACC's increased use of social media in 2014 prompted growing public and internal understanding of and support for the command's mission, operations and people. As the Public Affairs team force structure continues to be reduced in 2015, ACC will rely even more heavily on its Web and social media platforms to keep its global workforce and key stakeholders educated and informed about the ACC mission.