



U.S. ARMY KEITH L. WARE JOURNALISM COMPETITION

Category D: Digital Presence

Entry by the U.S. Army Research, Development and Engineering Command



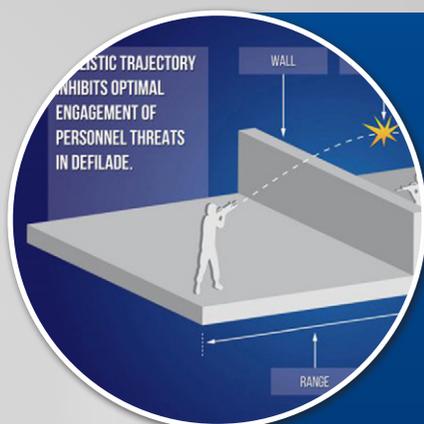
The U.S. Army Research, Development and Engineering Command's mission is to develop technology and engineering solutions for America's Soldiers. The objective is to portray the Army as technologically advanced, modern and powerful.

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 manager 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. For example:



RDECOM's release on enhanced grenade lethality (<http://www.army.mil/article/133029/>) led to a Time magazine story: U.S. Army Aims to Build a Better Bullet (<http://time.com/3653128/army-better-bullet/>)



RDECOM's release on a next-generation protective mask led to a myriad of stories by national media such as CNN and Ars Technica: Army develops Vaderlike power-cooled gas mask/helmet combo (<http://arstechnica.com/techpolicy/2014/05/army-develops-vader-like-power-cooled-gas-maskhelmet-combo/>)



RDECOM's release on traumatic brain injury research by the Army Research Laboratory (<http://www.army.mil/article/138263/>) resulted in a multitude of national media queries to include the New York Times, National Geographic (<http://news.nationalgeographic.com/news/2013/13/130202-football-concussions-nfl-super-bowl-safety-head-injuries-health/>) and others

RDECOM's online presence enhances the public's awareness of what Army scientists and engineers are doing to empower, unburden and protect the American Soldier.

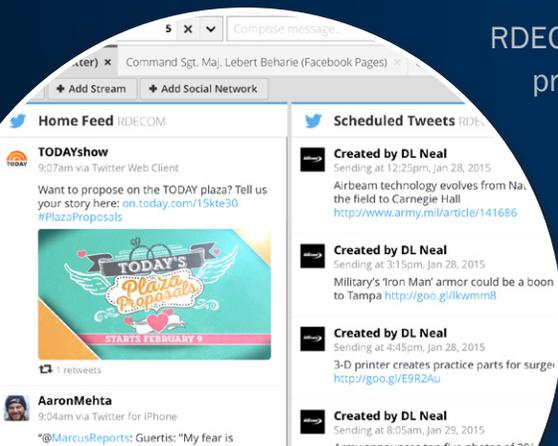


One long-term goal of our social media presence is continue our established partnership with the **Army.mil** team by providing regular Science & Technology features and video content for the Army homepage. We also intend to continue expanding our reach to other Army social media platforms.

RDECOM currently uses the command's bi-monthly **Army Technology magazine** to drive thematic content coverage. Each magazine features 12 to 14 articles on a single topic or theme, such as the future of 3-D printing or robotics or sensors. The official blog is the magazine's online home (<http://armytechnology.armylive.dodlive.mil/>). Each magazine story is published to the blog and then pushed out via CORE to Army.mil and echoed out via our social media. Our social media sites (Facebook and Twitter) drive people to the RDECOM homepage and blog, which maximizes Army coverage and also stimulates media interest in our activities. RDECOM also employs **Vocus**, a media marketing Internet tool, to push our stories to selected editors, bloggers, magazines and other publications.



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 or 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 1, 2014, RDECOM has noticed an exponential increase in **Facebook** likes. The number of readers liking our Facebook presence increased from 8,769 to 11,206, an increase of 2,437 in three months. By comparison, the increase for all of FY 2014, from Sep 2013 to Sep 2014 was 1,278 new likes.

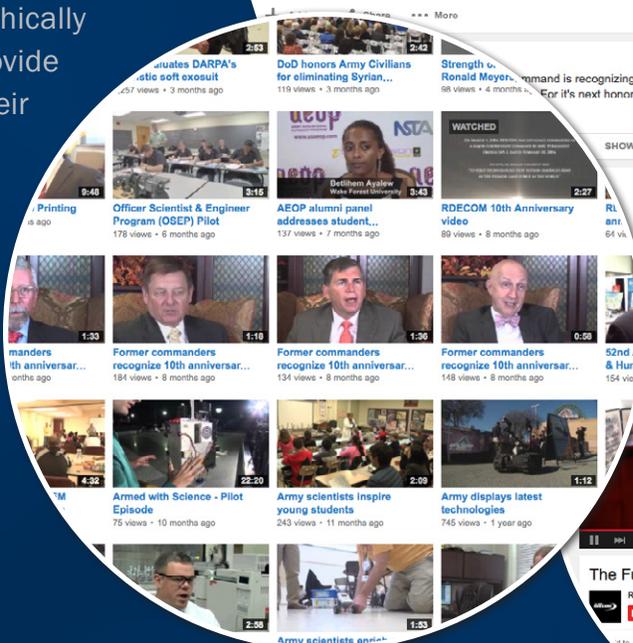
One major long-term goal is to increase the number of video releases. The command recognizes that many reader/viewers are interested in the RDECOM **YouTube** channel. Our technology stories have a substantial viewership. For example, a video story on the Army evaluation of a DARPA exosuit had more than 4,700 views in two months, a major success where there was little before.

RDECOM public affairs recognizes 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.



RDECOM Salutes STEM Hero: Suzanne Procell

Research, Development and Engineering Comm... Subscribe 268 142 views



The Future of 3-D Printing

Research, Development and Engineering Comm... Subscribe 268

128, 2014 Laboratory Director Dr. Thomas Russell discusses the future of 3 D printing. Show More

RDECOM's Social Media platforms:



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<http://www.army.mil/rdecom>




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



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