

The U.S. Army Sustainment Command's mission is to integrate and synchronize the delivery of logistical capabilities and enablers at the operational and tactical points of need around the world. The command has more than 30,000 Soldiers, Department of the Army civilians and contractors supporting Army readiness in more than 30 countries and 20 states.

Logistics operations are at the heart of ASC's core function, and as a Public Affairs Office, it is our job to accurately communicate that to our stakeholders including, Soldiers, DA civilians, contractors, Army leadership, members of Congress and our local communities.

The ASC Public Affairs Office employ digital media to help communicate this message worldwide to a wide variety of publics. The key components of ASC's PA Office Digital Media engagement includes our public website: <http://www.aschq.army.mil/home/>; our Official Facebook Page: <https://www.facebook.com/ArmySustainmentCommand>; and our Flickr site: https://www.flickr.com/photos/army_sustainment_command/. Each provides a unique function and story to communicate to our publics in a specific fashion.

The public website for ASC is usually the first link that a person reaches when conducting a web search for the command. This is a one-stop-shop for finding critical information about the mission of the command, our leaders, our organization structure, our social media links and a host of information. In addition, it houses our most recent command information stories on a rotating banner that prominently features a variety of stories to include, worldwide missions, human interest, and command initiatives. The page also is a conduit to the community. Here organizations in the community can request military support whether it is a color guard or have a military member come talk to an organization in the community.

Next is the ASC's Facebook page. Facebook continues to evolve, and so does our method of publishing content on our page. In the past, the page was a holding area for our command information Army.mil stories. Today we are tailoring our content to meet the ever-changing Facebook algorithm. The ASC Public Affairs Office publishes new content that is better aligned to be viewed on a mobile device, as 90 percent of users view Facebook on a device other than a computer. This change has had us make videos that are shorter, with intro text that captures a user's attention when scrolling through a Facebook feed. Our writing style is now more conversational instead of straight news writing. It allows us to share a few key photos to draw attention to either a mission-related event or a human interest event such as a retirement or promotion. Our page caters to more than 22,000 likes, and as such we ensure we have content to actively engage every stakeholder around the world.

Finally, we utilize our Flickr website. With the advent of new photo sharing websites such as Instagram and Snapchat, it is easy to shy away from older sites like Flickr. However, the site aligns with the needs of our publics. Flickr provides a broad avenue to share our hi-resolution photos with media, family members, and employees of the command. With the focus on being mindful of taxpayers' dollars, the days of printing photos for every participant in an event are very minimal. By utilizing Flickr, we now turn the power of photo use to our stakeholders. Here media can use the site to download photos of our mission sets instead of trying to navigate DVIDS. Employees can download and share albums of their involvement in the command with

friends and family. Soldiers can easily create mementos of a promotion with family with Flickr's seamless integration into photo design sites like Shutterfly. Flickr allows the command to solely focus on photos and not worry about additional content.

In summary, using the three sites mentioned above allows the U.S. Army Sustainment Command to reach a broad public in a variety of fashion that is tailored to the user's specific need. While most the content on all three sites does overlap, each way the content is delivered on each site has a specific purpose for the platform, which allows the command to tell the complete Army Story.