



Outstanding Digital Media Management Background

Nominee: Crane Army Ammunition Activity

Army Major Command: U.S. Army Materiel Command

Crane Army Ammunition Activity's (CAAA) plan for social media usage focused on targeting specific audiences linked to particular social media platforms in order to maintain a constant presence and reach key communication objectives. Due to the audiences of CAAA being varied and therefore the messages being equally varied, three different social media platforms were used: Facebook, Twitter and LinkedIn. The timing, length and style of posts for each platform were tailored to hone in on at least one of CAAA's key messages through images, video and text. In all cases, the posts were designed to generate greater awareness of CAAA's mission and how it directly impacts both the Army and the Joint Force. Through these three platforms, CAAA is able to communicate in a clear and consistent manner with its workforce and their families, with news and regional stakeholders and with professionals interested in the type of work performed by the Activity.

Facebook

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

CAAA's key audience for Facebook remains current and retired employees and their families. The Facebook platform easily allows CAAA to keep this audience informed on changes on the installation, events impacting the Activity, and news from CAAA's higher headquarters, the U.S. Army and the Department of Defense. CAAA's Facebook page also allowed the Activity to connect with the other tenant organizations on Naval Support Activity Crane, keeping all members of the DoD community aware of events or developments that impact the community. Additionally, Facebook allows employees to exchange thoughts and ideas on posts, sharing pride or happiness when a co-worker is highlighted in a photo or article posted to the site.

The highlight of this connection with CAAA's audiences through Facebook was the use of Facebook Live during the annual POW/MIA Recognition Ceremony in 2017. This ceremony is traditionally only open to invited members of the public and the base. Most CAAA employees could not attend due to the location and time of the day. Through Facebook Live, the ceremony finally was viewable by the entire Crane audience on their computers.

The long-term goal for the Facebook platform is to promote a vibrant online community for the employees and retirees of CAAA to enjoy, keeping the Activity connected to its people.

Twitter

<https://twitter.com/CraneArmyAmmo>

Twitter's short, direct posting format makes it appealing to CAAA's audience of regional stakeholders who want quick updates on what is happening at the Activity. These stakeholders represent news organizations, economic development groups, political members and their staffers and institutions of higher learning. CAAA's usage of Twitter enables it to share information across a wide area and promote key news items happening at the Activity.

One regional audience that takes advantage of this information is the colleges and universities that promote CAAA at job fairs. Twitter allows students interested in a federal career a real time answer to where and when CAAA's human resource personnel are on campuses and at the career fairs.

The short-term goal of the Twitter page is to generate initial buzz and awareness among followers who typically do not connect with CAAA every day. The long-term goal is to build an active audience who looks to the feed for the latest news and information about Crane.

LinkedIn

<https://www.linkedin.com/company/crane-army-ammunition-activity/>

Unlike Facebook and Twitter, posts to CAAA's LinkedIn page are design to stimulate business interest in the Activity. The audience for this platform are those interested in munitions, supply chain management, logistics and the U.S. Army overall. Posts typically highlight a story or news piece that are either directly from CAAA or relate to the business of the Activity. The posts are written with a brief text explaining why the information is key to how CAAA does business. The posts are meant to give the reader something to think about deeper than the initial headline and lead sentence.

The short-term goal is to create new pathways on the LinkedIn platform to business/military professionals whose goals and interests align with CAAA. The long-term goal is to build a community among these professionals where discussions about munitions logistics, production and overall Army readiness might take place.